JULY 4, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

By ANY MEASURE . . .

. . KTVH IS THE "BIG ONE" IN THE WICHITA AREA

Windy, the very spirit of Kansas TV, is pointing out that top flight . . . day and night . . . CBS shows plus strong, high-interest local programs put KTVH in first place in Wichita, Hutchinson, and the entire Central Kansas area. KTVH rated 15 out of the top 15 programs (March 1955 *Telepulse*). Latest ARB, too, gives KTVH credit for carrying the majority of leading film and network shows. *Windy* says, "To be a big one, join a big one!"

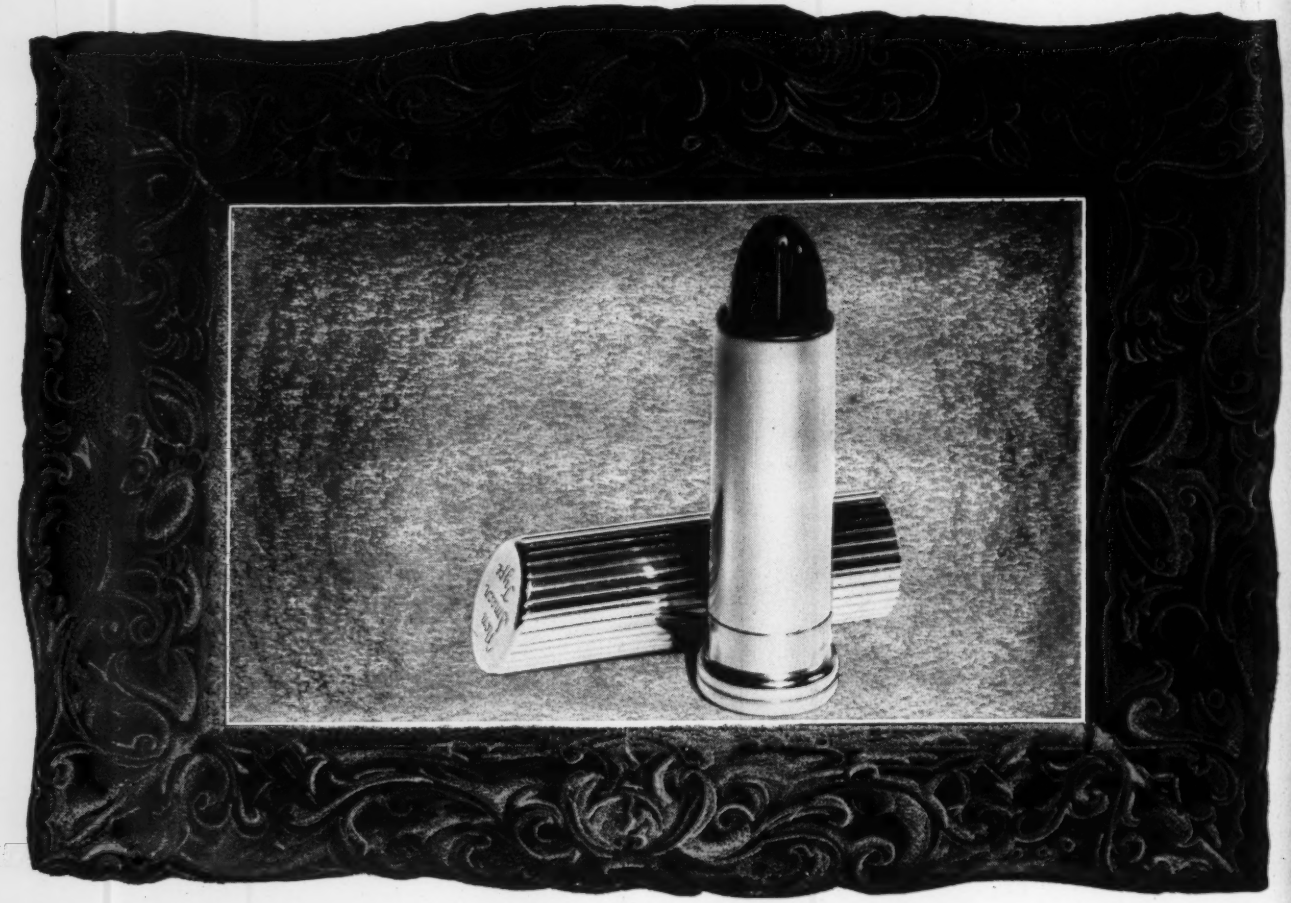
Represented Nationally by H-R Television, Inc.

COVERS CENTRAL KANSAS

KTVH HUTCHINSON

240,000 WATTS VHF CHANNEL 12

24TH year



REVLON PRODUCTS, CORP.

Traditionally in the Public Confidence . . .

Pioneering research in cosmetics has made Revlon one of the most famous names in the field. Revlon lipsticks, for example, provide an almost endless variety of distinctive colors and shades to meet the demands of discriminating users. In the field of broadcasting, the Havens & Martin, Inc., Stations are famous for their pioneering research in the development of a wide variety of programs universally popular with a vast and loyal audience in one of the South's richest areas. Discriminating advertisers prefer the First Stations of Virginia to convert this responsive audience into sales. WMBG-AM, WCOD-FM & WTVR-TV are equally well known as "Richmond's only complete broadcasting institution." Join with confidence the growing list of advertisers who use the Havens & Martin Stations to reach one of the South's richest areas.

INTERCONNECTED WITH ABC AND CBS

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

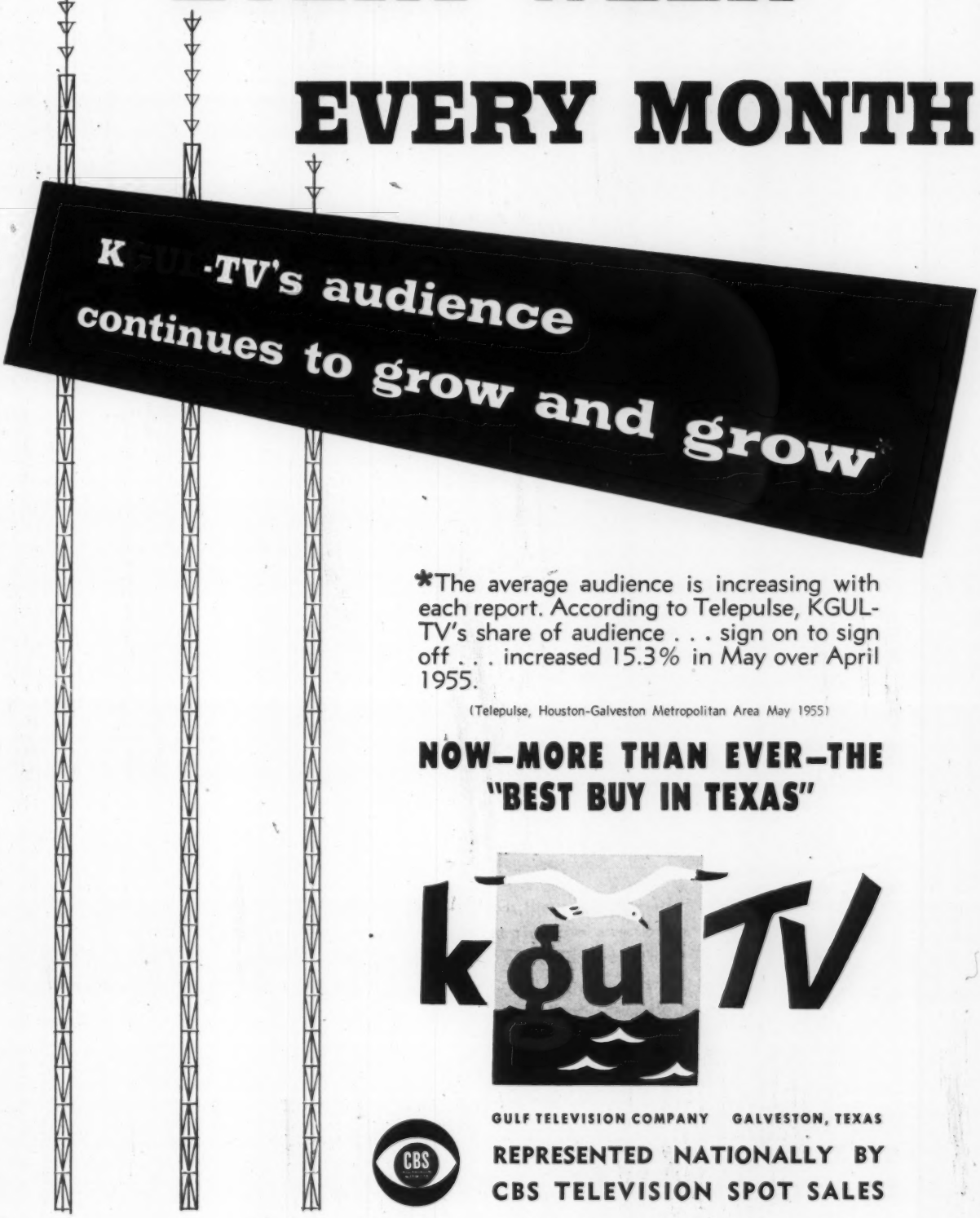
WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

Pu
De

EVERY DAY

EVERY WEEK

EVERY MONTH



KGUL-TV's audience continues to grow and grow

*The average audience is increasing with each report. According to Telepulse, KGUL-TV's share of audience . . . sign on to sign off . . . increased 15.3% in May over April 1955.

(Telepulse, Houston-Galveston Metropolitan Area May 1955)

NOW—MORE THAN EVER—THE "BEST BUY IN TEXAS"

kgul TV

GULF TELEVISION COMPANY GALVESTON, TEXAS

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV LANCASTER, PA.

NBC • CBS • DuMont

Channel 8 Mighty Market Place

316,000 WATTS

Here in this great market are 3 million prospects for *your* product . . . prospects with $5¼ billion to spend each year. There's a song in the air for you . . . a song of selling results when you advertise on WGAL-TV.

STEINMAN STATION
Clair McCollough, Pres.

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

Representatives: **MEEKER TV, INC.**
New York • Los Angeles • Chicago • San Francisco

closed circuit

PUBLIC CAMPAIGN FUNDS • Advertising Council looks with favor on proposal of Philip L. Graham, publisher of *Washington Post & Times Herald* and chairman of WTOP Inc., to use public service advertising to solicit public funds for financing of all political campaigns. Council, formerly headed by Mr. Graham, at recent meeting conditioned its tentative approval upon setting up of appropriate bi-partisan group, representing both political parties as well as industry and labor, to raise out-of-pocket costs for Ad Council campaign.

B•T

HOW MUCH would Advertising Council need to launch public service advertising campaign from sponsoring group? Off-cuff estimate is $30,000-$50,000. Mr. Graham's project, disclosed in address at U. of Chicago month ago, would urge small contributions from citizens, to supplant undesirable gifts from underworld or self-serving special interest groups. Radio and tv, plus printed media, would be used to teach importance of good government and respect for political life. Both GOP and Democratic National Committee chairmen have endorsed plan.

B•T

McCAW BUYING • Negotiations looking toward sale of KFEL-TV Denver (ch. 2) by Eugene P. O'Fallon to J. Elroy McCaw reportedly were in final stages last Friday in Denver. Contract contemplates payment of $400,000 for 100% of stock, plus assumption of corporate liabilities amounting to approximately $350,000. Purchase would be arranged through series of notes, with acquisition by Mr. McCaw's Gotham Broadcasting Co. (WINS New York). Among Mr. McCaw's other properties are KYA San Francisco, KELA Centralia, Wash., and KTVW (TV) Tacoma-Seattle (ch. 13).

B•T

MACY'S New York, understood to be negotiating through Grey Adv., with WRCA-TV New York for spot television campaign which would start in fall and run for 52 weeks. If it goes through, Macy's move might lead other department stores across country into heavier tv use.

B•T

TV IS BIGGEST • Contrary to newspaper reports, Philip Morris will spend more money this year in tv than in any other medium. Overall tv expenditures on spot basis should eclipse $4 million despite dropping of *I Love Lucy* and *Public Defender*, it's learned authoritatively. Television Bureau of Advertising last May was instrumental in selling PM on 26-week spot campaign running in excess of $1 million until end of year (on 52-week basis it would exceed $2 million). Newspapers have sought to make capital out of PM cancellation of networks and when TvB week ago announced that for first time national advertisers have invested more in tv than in any other medium (story page 35), not single New York newspaper carried story. Newspapers previously had played up Bureau of Advertising claim that their national billings were at all-time high and higher than any other medium.

B•T

WNHC-AM-TV New Haven has been notified by NBC that affiliation contracts are cancelled effective Oct. 1 for tv and Dec. 1 for radio. Aldo DeDominicis, general manager and secretary-treasurer, disclosed receipt of cancellation notices. Ch. 8 tv outlet is primary NBC affiliate but also carries CBS-TV and ABC-TV programs. FCC last week announced it had continued without date oral argument on application to transfer WKNB-AM-TV New Britain from Julian Gross, et al, to NBC for $606,000 [B•T, Jan. 10]. Ch. 30 uhf slated to replace WNHC-TV.

B•T

CLYNE ADDS DUTIES • Terry Clyne, vice president and chairman of plans review board of McCann-Erickson, New York, will get additional responsibilities of management supervisor of entire radio-tv department, and top man will be appointed vice president in charge of that department, reporting to Mr. Clyne. New vice president is expected to be named within next two weeks.

B•T

NEWS soon will be forthcoming on FCC decision to delete radio station on grounds of aiding and abetting horse race gambling in violation of state laws. Case involves small station in East, and FCC will hold that station defied Commission warnings and broadcast not only local track but outside results which allegedly were broadcast to satisfy "bookie" demands. Note: FCC within fortnight renewed licenses of four stations in Miami area involving race track broadcasts but found these were in category of tip sheet selling rather than illegal gambling.

B•T

NO VACANCY • To oft-rising question whether CBS Radio plans to develop own version of NBC's weekend *Monitor* marathon, CBS network officials offer this answer: "Where would we put it?" They point to Sunday commercial schedule particularly, with afternoon *Woolworth Hour* and *Rhythm on the Road*, and evening Kraft hour, Jack Benny, *Amos 'n' Andy*, and *My Little Margie* among sponsored shows either continuing through summer or expected back in fall.

B•T

SOME members of FCC regard their upcoming decision on de-intermixture of uhf and vhf in same markets as determination of whether Commission will completely abandon uhf. No decision yet whether FCC will establish overall pattern or handle issues argued last week on "case-by-case" basis. Likewise, while effort will be made to decide cases prior to Aug. 1 summer recess, it appears to be race against time (see page 60).

B•T

LIGHT BREAKFAST • Swift & Co.'s decision to drop ABC Radio's *Breakfast Club* after 14 years hit network's Central Division hard, following as it did similar move by Quaker Oats Co., which carried three 15-minute segments of program weekly. Swift reportedly is shopping for new network tv property and may also continue Horace Heidt *Show Wagon*. It is emphasized that early-morning show will continue with new advertisers in prospect.

B•T

PROBLEM of spectrum allocation being given consideration at highest level these days. Arthur S. Flemming, Defense Mobilization administrator, and Harold M. Botkin, assistant director for telecommunications, recently met with FCC Chairman George C. McConnaughey and Comr. E. M. Webster, to explore prospect of orderly long-range plan to accommodate all services (with emphasis on tv) in most desirable slots.

B•T

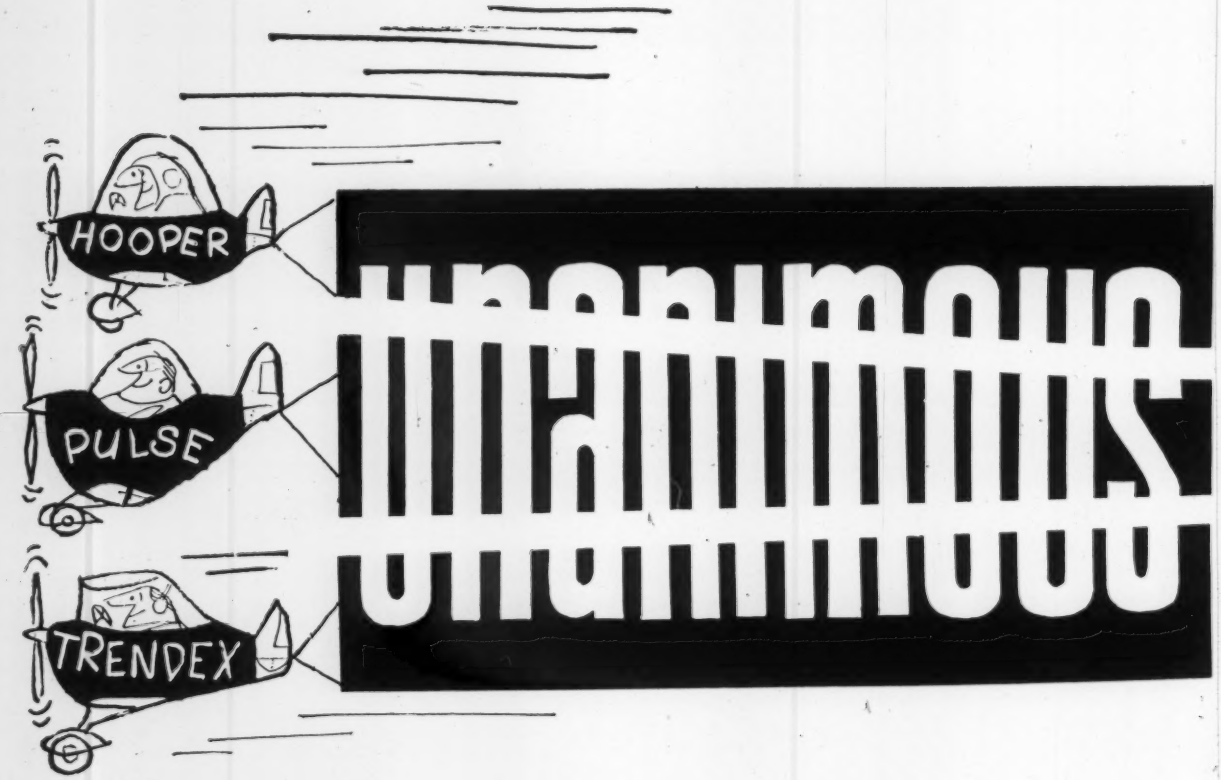
LEAVING CHICAGO • Radio Advertising Bureau has closed its Chicago office, attributing decision to desire for greater administrative efficiency. Instead of having three national salesmen in New York and one in Chicago, bureau will have four in New York (plus two to be added by fall). Officials say all national salesmen now will be able to specialize on given product categories, whereas man working solo (as has been Chicago case) must necessarily be "expert" in all fields. Consolidation also eliminates liaison lags. Decision to close Chicago office stemmed from Gale Blocki Jr.'s resignation, effective June 15, to become vice president and Chicago manager of Simmons Assoc., radio station representation firm [B•T, May 23].

B•T

JERRY SILL, Midwest broadcaster, reportedly in process of selling WMIL Milwaukee and his interest in WAGE-TV Marquette, Mich. (ch. 6). Upon consummation, he plans to return to his old haunts in East and to radio-tv or both.

B•T

ABC BUILD-UP • Underlining revitalization program in progress at ABC, network this week will announce expansion of advertising, promotion and publicity department in New York and Hollywood, encompassing several promotions to newly created posts and substantial additions in personnel in two cities.



There's unanimity in Kansas City:

No matter how you count the audience

the no. 1 station is

WHB

10,000 WATTS, 710 KC

HERE IS THE WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER

Average share of audience 7 a.m.-6 p.m., Mon.-Fri., May-June, 1955

FIRST PLACE—PULSE

Average share of audience, 6 a.m.-6 p.m., Mon.-Sat., March-April, 1955

FIRST PLACE—TRENDEX

Average share of audience, 8 a.m.-6 p.m., Mon.-Fri., Jan.-Feb., 1955

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with all-day average ratings as high as 45.7% (Hooper). So no matter what ratings you buy by, your best Kansas City buy is WHB. Talk to the **man from Blair** or WHB General Manager **George W. Armstrong.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

New Business, Renewals Announced by CBS Radio

NEW business and renewals on CBS Radio announced Friday by John Karol, vice president in charge of network sales.

New contracts include Sleep-Eze Co. for Tuesday and Thursday segments of *Young Dr. Malone*, effective July 19 through M. B. Scott Inc., Hollywood; Hazel Bishop Inc. for five-minute segment, Monday through Friday of *Fred Robbins Show* starting Aug. 1 through Raymond Spector Co., New York; Famous Artists Schools Inc., New York, for weekly 10-minute Galen Drake series, starting July 9 for four weeks, through Foote, Cone & Belding, New York. Murine Co. for eight quarter-hour segments of *Arthur Godfrey Time* on alternating schedule on CBS Radio only through BBDO; Gulf Oil Corp. for 42 five-minute segments of *Wendy Warren & the News* starting July 6, through Young & Rubicam; Dow Chemical Co. for quarter-hour sponsorship of *Arthur Godfrey Time* Thursday on radio-tv and every fourth Friday on radio-only for 26 weeks through MacManus, John & Adams, New York. CBS-Columbia will sponsor *Arthur Godfrey's Talent Scouts* alternate weeks with Thomas J. Lipton Inc. through December. Agency, Ted Bates & Co., New York.

Renewals include Hawaiian Pineapple Co., San Francisco, for Friday quarter-hour sponsorship of Art Linkletter's *House Party* through N. W. Ayer & Son, New York; A. E. Staley Mfg. Co., Decatur, Ill., for alternating sponsorship of *Arthur Godfrey Time* through Ruthrauff & Ryan, Chicago; Liggett & Myers Tobacco Co., for *Gunsmoke* through Cunningham & Walsh, New York; American Oil Co. for *Edward R. Murrow With the News* through Joseph Katz Co., Baltimore.

KMBC-AM-TV Affiliations With ABC Announced

NEW ABC Radio affiliations include: KMBC Kansas City and KFRM Concordia, Kan., effective Dec. 1, and WOSA Wausau, Wis., effective last Friday. KMBC-TV Kansas City joins ABC-TV Sept. 28. KMBC-AM-TV and KFRM are owned and operated by KMBC Broadcasting Co., subsidiary of Cook Paint & Varnish Co. WOSA is owned and operated by Rep. Alvin E. O'Konski (R-Wis.). Affiliations being announced jointly by Alfred R. Beckman and Charles W. Godwin, ABC-TV and ABC Radio directors of station relations, respectively.

In Kansas City, KMBC-AM-TV replace KCMO-AM-TV as network's affiliates. KCMO stations are switching to CBS which formerly affiliated with KMBC outlets. KCMO-TV also had been affiliated with DuMont. John T. Schilling is vice president and general manager of KMBC, on air since 1921, operating on 980 kc with 5 kw, of KMBC-TV, which operates on ch. 9, and of KFRM, 550 kc, 5 kw.

Miss. Tv Ch. 6 Shift Asked

WABG Greenwood, Miss., Friday asked FCC to move ch. 6 from Clarksdale, Miss., to Greenwood. Previously, WDXI Jackson, Tenn., had asked FCC to move Clarksdale vhf to Indianola, Miss. [B•T, June 20].

SUMMER BETTER

RADIO listening drops off in summer? More evidence to refute that old belief was advanced Friday by CBS-owned WCBS New York. Station cited Pulse ratings for first seven local daytime participation programs to show that all but one enjoyed higher listening in June than January—and that single exception broke even. Among others, June ratings ran from 5.4% to 25% ahead of those for same shows in January.

Jacksonville School Group Eager to Switch to Uhf

JACKSONVILLE, Fla., educators not only have no objection to proposal to switch educational reservation from ch. 7 to ch. 36, but are eager.

That is only way to develop educational tv in Duval County area in foreseeable future, Iva T. Sprinkle, secretary, Board of Public Instruction, wrote to FCC.

Proposal to swap educational reservation made last spring by ch. 36 WJHP-TV Jacksonville (*Jacksonville Journal*). Uhf station not only proposed transposing reservation, but also offered to turn over ch. 36 facilities to educators and underwrite operations [B•T, April 18].

Jacksonville station said it had been informed it would lose NBC affiliation when ch. 12 came on air. Initial decision favoring WPDO Jacksonville is outstanding for ch. 12. WMBR-TV Jacksonville on ch. 4 is affiliated with CBS.

'Wide World' Spurs Travel

URGE to travel to Mexico and Canada has taken upward swing, NBC-TV reports, as result of visit made to those countries last Monday on *Wide Wide World*, NBC-TV's international spectacular. Mexican government's tourist bureau told network "phone hasn't stopped ringing" since telecast and callers are mentioning show as source of south-of-the-border interests. "We usually get about 200 letters a day but now we're getting between 250-300—all of them mentioning the television program," Bureau's Augusto Jordan told network. Alan Field, manager of Canadian government travel bureau, told NBC-TV "at least 50 people have called saying how much they liked the Stratford section and majority of them have bought their tickets already."

'BACK TO RADIO'

MAIL from John Q. Citizen and spouse in favor or against pay tv is still coming into FCC, where Vol. 67 was last volume at week's end. Oppositions still in majority, as they have been since middle of May. Latest correspondence takes position exemplified in one note from housewife: "If subscription tv comes in, OUT goes our tv set and back to radio for us!"

• BUSINESS BRIEFLY

MAGAZINE ON RADIO • *Newsweek* magazine, through Scheidler, Beck & Werner, New York, is turning to radio to promote magazine sales, with spot campaign starting mid-July using early morning news time, 7-8 a.m., in about 15 markets, for eight weeks.

INSECTICIDE SERIES • U. S. Rubber Co. (Aramite insecticide) will use radio spot announcement campaign in about 20 southern markets starting mid-July for four weeks. Fletcher D. Richards, New York, is agency.

Series of Station Transfers Involves Five Radio Properties

SALE of three radio stations—two in Kentucky and one in North Carolina—announced Friday, at same time application filed with FCC for approval of sale of two Florida stations.

Subject to FCC approval, following transactions reported Friday:

WWKO Ashland, Ky. (1420 kc with 5 kw, daytime) sold by States Broadcasting Co. (Charles F. Trivette, president) to Connie B. Gay, Washington country music personality, for $102,000. Mr. Gay's *Town & Country Time* originates live at WMAL-TV Washington, is syndicated on film in 40 markets. Mr. Gay has application pending for FCC approval of purchase of WVVW and control of WJPB (TV) Fairmont, W. Va. [B•T, May 30].

WINN Louisville, Ky. (1240 kc, 250 w, KBS) sold by Kentucky Broadcasting Corp. (Harry McTigue, president) to Harry Kaye and associates for less than $100,000. Mr. Kaye's group controls WORC Worcester, Mass., and WLOW Norfolk, Va.

This is second broadcast sale in Louisville last week; WKLO-AM-TV was sold to Charles W. Sawyer, former Secretary of Commerce and Ambassador to Belgium, for $350,000 (see page 65).

WRRZ Clinton, N. C. (880 kc with 1 kw, daytime), sold by W. R. Roberson to Clinton business group comprising A. G., George T. and John B. Williams and J. L. Austin. Mr. Roberson is president of WRRF and ch. 7 WITN (TV) Washington, N. C.

Blackburn-Hamilton was broker in WWKO and WRRZ transactions; Allen Kander in WINN purchase.

Meanwhile, applications were filed for FCC approval of transfers of control of WOBS-AM-TV Jacksonville from E. D. Rivers Sr. to Carmen Macri for $90,000, and of WWPG-AM-FM Palm Beach, Fla., from Charles E. Davis to Mr. Rivers for $185,000.

Mr. Macri, president-general manager and 21.1% owner of WOBS stations, will acquire Mr. Rivers' 60% interest. Payment will be $2,250 each quarter for 10 years at 6% interest on unpaid balances. WOBS operates on 1360 kc with 1 kw, daytime. WOBS-TV is permittee of ch. 30.

WWPG is on 1340 kc with 250 w and is ABC affiliated. WWPG-FM operates on 97.9 mc, with 22 kw.

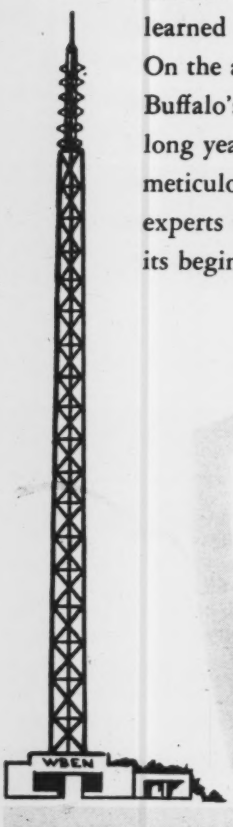
Sale of WEAT-AM-TV West Palm Beach to General Teleradio Inc. for consolidated figure of $300,000 reported earlier last week.

GOOD JOB WELL DONE!

TV time buyers like you prefer WBEN-TV because of the production quality they've learned to expect from this pioneer station. On the air since 1948, WBEN-TV is—by far—Buffalo's oldest TV outlet. This means seven long years of experience in giving commercials meticulous handling by a crew of production experts who have been with WBEN-TV since its beginning.

These skilled crews take each commercial smoothly over the rough spots — from sound to lighting, from camera to CONSTANT control room shading. The result is a quality treatment that only experienced conscientious — specialists can produce.

So when you buy TV time in Buffalo, buy QUALITY ! Buy WBEN-TV !



WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And—WBEN-TV delivers this market as does no other television station.

in Buffalo-TV dollars count for more on channel 4

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

at deadline

No Duress in NBC Exchange, Westinghouse Tells FCC

WESTINGHOUSE disclaimed Friday it was under any duress to swap its radio-tv stations in Philadelphia for NBC's Cleveland properties. In reply to petition of WGR-TV Buffalo asking that all pending NBC station purchase applications be consolidated into single hearing [B•T, June 27], Westinghouse claimed station exchange "is lawful and in the public interest."

Subject to FCC approval, NBC proposes to exchange its WTAM Cleveland for KYW Philadelphia with network's WNBK (TV) Cleveland and $3 million cash going in token for Westinghouse-owned WPTZ (TV) Philadelphia. NBC has bought ch. 17 WBUF-TV Buffalo for $312,000 and ch. 30 WKNB-TV and WKNB-AM New Britain, Conn., for $600,000-plus.

Westinghouse defined duress as compulsion to do something illegal. Petitioner said nothing illegal is involved in business decision to choose Cleveland with NBC affiliation over Philadelphia without it, noting NBC had chance to buy another tv outlet in Philadelphia market but preferred to deal with Westinghouse. Petitioner said NBC "is legally entitled . . . to supply its programs to whomever it wishes. Neither Westinghouse nor any other affiliate has a right to insist upon the renewal of an affiliation contract."

Westinghouse bought WPTZ (TV) from Philco in 1953 for $8.5 million, of which $5 million represented value of NBC affiliation. Petitioner said revenues in 1953-54 justified this allocation.

Westinghouse noted its parent manufacturing firm has not entered new license agreement with RCA and is considering manufacture of color tv tubes other than RCA tubes. Firm sponsors tv shows on CBS but not NBC, it was noted, while Westinghouse Broadcasting Co. no longer retains NBC as national spot sales representative. Just as Westinghouse firms in those cases "made decisions in their own interests and perhaps contrary to the interests of RCA and NBC," petition said, "so in the case of a television station and radio station in Philadelphia, NBC made a decision which was inconsistent with the interests of Westinghouse."

Meanwhile Friday, both NBC and present owners of WKNB-AM-TV (Julian Gross and associates), opposed petitions filed by ch. 8 WNHC-TV New Haven and ch. 53 WATR-TV Waterbury, Conn., seeking enlargement of issues and full evidentiary hearing. They alleged pleadings sought to delay transfer and opposed enlargement of issues, but consented to expedited evidentiary hearing.

Fay Names Kennedy, Pritchard

NAMING of John W. Kennedy Jr. as vice president and Charles W. Pritchard as secretary-treasurer of Stromberg-Carlson Broadcasting Corp. (WHAM-AM-TV, WHFM [FM] Rochester) announced by President William Fay. Stromberg-Carlson Broadcasting Corp. was formed as subsidiary as prelude to merger of parent company and General Dynamics Corp. Stockholders of both companies ratified merger last Tuesday and it went into effect Thursday, Stromberg-Carlson Co. becoming division of General Dynamics.

'HAPPY FIFTH, TOO'

MAYORS of Philadelphia and five New Jersey towns were heard over holiday weekend on KYW Philadelphia in series of safe-driving pleas and home-town travel plugs. "Have a happy Fifth of July, too!" some of spots suggested, along with "Don't be an eager-weaver and drive yourself to death." Spots included Mayors Joseph S. Clark, Philadelphia; George Brunner, Camden, N. J.; Joseph Altman, Atlantic City; Edward Bowker, Ocean City, N. J.; W. Harry Steel, Wildwood, and Samuel Eldridge, Cape May.

Combined Commercial-School Tv Station Class Proposed

ESTABLISHMENT of new tv station category —"mutual commercial-educational"—asked Friday by suspended ch. 17 KGTV (TV) Des Moines in comments filed with FCC on proposal to eliminate Des Moines educational reservation from ch. 11 [B•T, June 6].

Such hybrid station would be analagous to share-time arrangement, KGTV said, but would have "mutuality" of interests "written into" station ground rules.

In discussing possible arrangements, KGTV said it would provide all station facilities and equipment. In cooperation with educational partner, KGTV said, provision might be made to set aside specific time periods each day for educational programming.

This is second move to combine educational outlet with commercial facility. Last spring, Michigan State College's ch. 60 WKAR-TV East Lansing, joined forces with commercial Television Corp. of Michigan, seeking ch. 10 in Onondaga-Parma, Mich., area on share-time arrangement [B•T, May 22]. This channel is in hearing with five applicants, including Tv Corp. of Michigan.

KGTV also asked FCC to approve immediate temporary operation on ch. 11 pending outcome of rule-making proceeding. If FCC cannot see way to adopt combination category, KGTV said, then it urged swap of educational reservation to uhf channel. WOI-TV Ames, which covers the Des Moines area, prefreeze ch. 5, is owned by Iowa State College, which operates commercially but has heavy educational programming.

Des Moines educational groups protested proposal to delete ch. 11 reservation.

Color Tv Tape Progress

ANY color tape recording problems can be handled when color tv becomes practical reality, probably year to 18 months away, said Frank C. Healy, executive director of Bing Crosby Enterprises in first showing since February. Mr. Healy said new DuPont Mylar tape, to be processed by Minnesota Mining & Mfg. Co., will further improve picture; tape recording speed reduced; rough price of $50,000 set on recording units. Tape recorders being developed by John T. Mullin, inventor; Wayne R. Johnson, assistant chief engineer, and Leslie Nelson, tv engineer.

PEOPLE

HARRY D. PECK, former general manager of WISN Milwaukee, named general manager, KOWB Laramie, Wyo. Before joining WISN he had been general manager of WDGY Minneapolis and KFOR Lincoln, Neb.

JACK SEBASTIAN, publicity staff, NBC Film Div., N. Y., and previously staff writer in NBC press department and publicity-promotion director of WCPO-TV Cincinnati, appointed supervisor of exploitation, NBC Film Div.

ROBERT A. VON BEHREN, assistant technical director of magnetic products, promoted to research and development manager of division at Minnesota Mining & Mfg. Co.

WILLIAM H. WEINTRAUB JR., recently with Station Film Library and previously with William H. Weintraub & Co., N. Y., as director of radio-tv productions, will join Mutual tomorrow (Tuesday) as program sales manager.

WWSW Favored for Grant Of Ch. 11 Pittsburgh Facility

INITIAL decision issued Friday favoring grant of Pittsburgh ch. 11 to WWSW that city, following merger of that applicant and WJAS Pittsburgh last month [B•T, June 6].

Shadow was thrown on early grant when ch. 16 WENS (TV) Pittsburgh last week filed application to change to ch. 11.

Merger agreement between WWSW and WJAS provided WWSW would transfer its am and fm outlets from WWSW Inc. ownership to that of parent Post Gazette Co. (*Pittsburgh Post-Gazette*). Pittsburgh Radio Supply House, licensee of WJAS, after selling 34-year-old facility (5 kw on 1320 kc), will then acquire 50% interest in WWSW Inc. Other 50% will be owned by Post-Gazette Co. Each owner will elect three directors, with seventh to be chosen by other six.

Pittsburgh now has only one vhf (KDKA-TV, owned by Westinghouse).

WENS began operating in mid-1953, is owned mainly by Henry Oliver Rea and associates, Thomas P. Johnson, Larry H. Israel, A. Donovan Faust and others. Mr. Rea's group also has interests in WPOR Portland, WABI-AM-TV Bangor and WMTW (TV) Poland Springs, all Maine. Mr. Johnson is local attorney. Mr. Israel is former WDTV (TV) Pittsburgh (now KDKA-TV) sales manager and Mr. Faust, former WDTV assistant general manager and now operations manager of WJRT (TV) Flint, Mich.

WENS, asking for 316 kw at 856 ft. above average terrain, claimed FCC must accept application because merged WWSW-WJAS applications are now in nature of new single application. This, ch. 16 station declared, removes their protection against filing of new applications. FCC rules prohibit filing of new applications for facilities already applied for and set for hearing after 20 days before scheduled date of hearing.

If WENS secures ch. 11 assignment, its application revealed, Messrs. Rea and Johnson will provide total of $505,000 for conversion to vhf.

Balance sheet as of March 31, 1955, showed WENS had total assets of $690,952, with current assets of $63,841. Total current liabilities were $422,355, including $210,000 bank debt. Also listed as liabilities were $85,711 due General Electric Co., $546,000 for debentures, and $400,042 deficit.

For period ending Feb. 28, 1954, station had net loss, after all charges, of $182,237; for period March 1 to Nov. 30, 1954, net loss was $172,249.

the week in brief

CBS SETS SINGLE RADIO RATE

It's the third radio network to put one price on day and night, and the fourth, NBC, is "reviewing" its rate structure 27

TV TOP TOPIC AT WESTERN AD MEET

Advertising Assn. of the West, at annual convention, gives awards to best commercials on radio too 29

EWELL & THURBER REORGANIZES

It's United Adv. Corp. now and C. E. Rickerd is boss 29

FACTS ON NETWORK ADVERTISING

What clients are spending on both radio and television 30

TOP ECHELON OF JWT MOVES UP

Resor becomes chairman, Strouse president, Flower and Meek vice chairmen 32

TV: BIGGEST NATIONAL MEDIUM

National advertisers are spending more in tv than in any other medium 35

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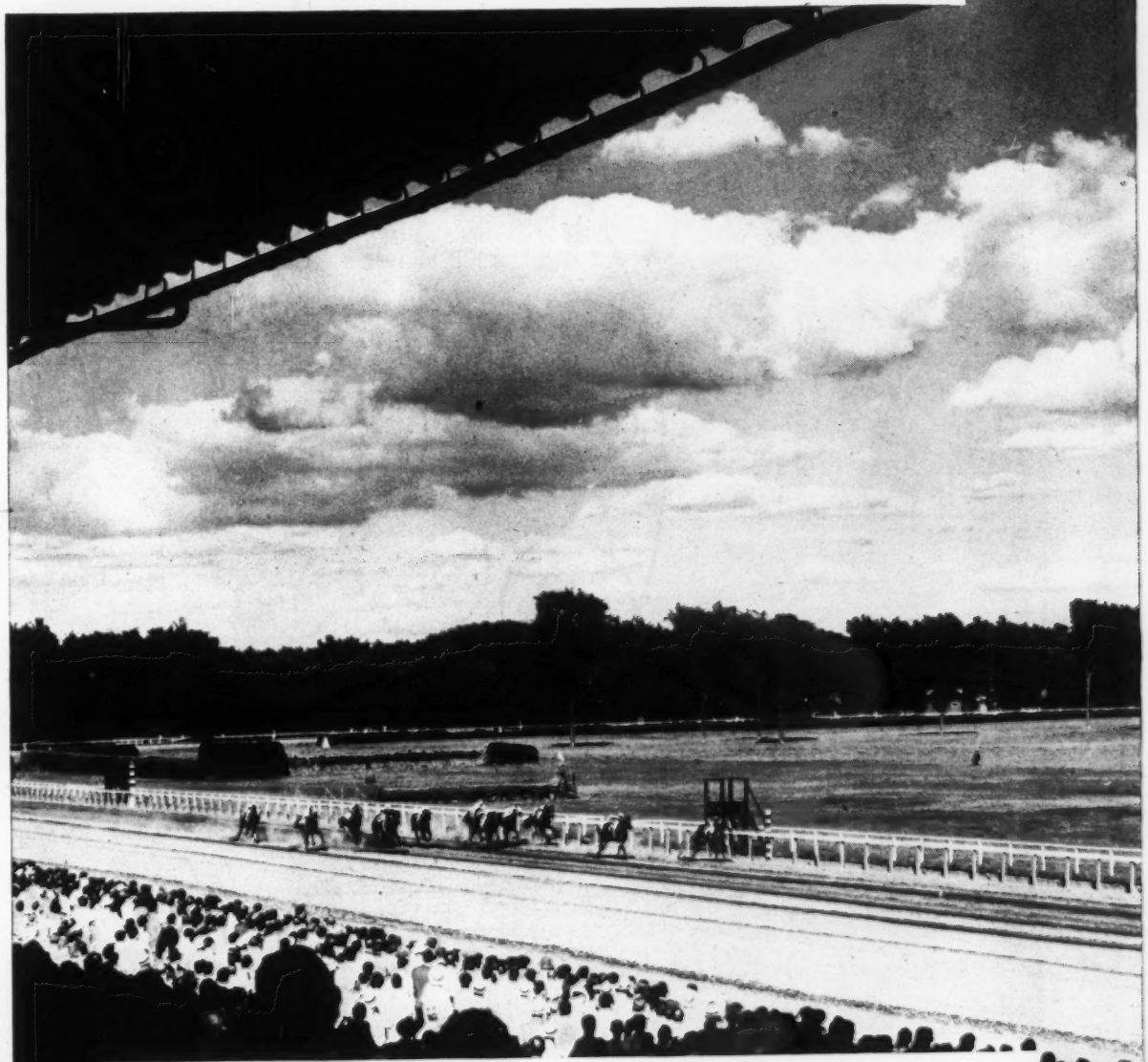
portrait of a market . . .



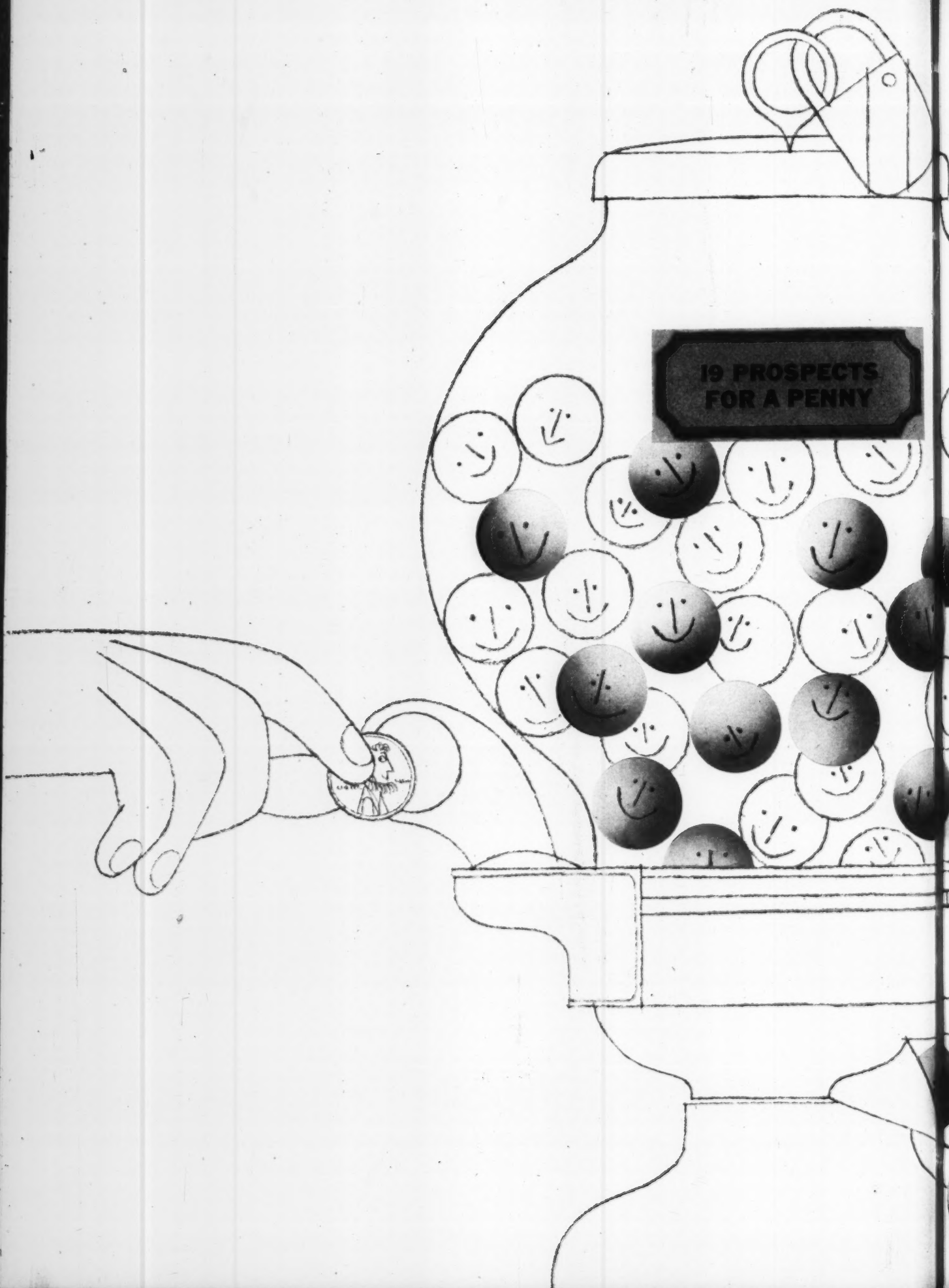
. . . where summertime is big business

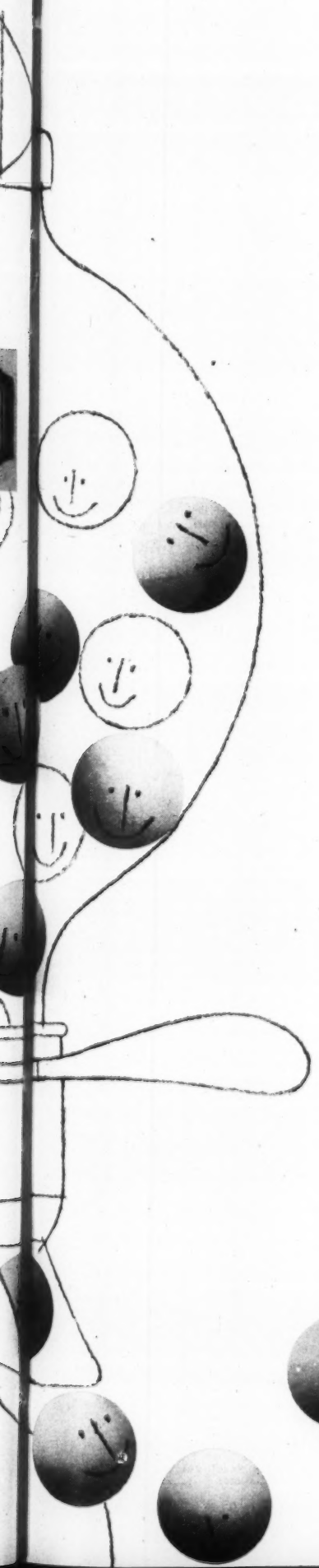
Runners and trotters draw thousands of the vacationing tourists in WRGB's 30-county coverage area to historic Saratoga, N. Y. These summer-long vacationers find dozens of attractions in the WRGB area to bring them back year after year, swelling the WRGB television audience well past the normal of 435,600 families.

Represented Nationally by NBC SPOT SALES

WRGB

A General Electric Television Station—Albany—Troy—Schenectady, N.Y.


19 PROSPECTS
FOR A PENNY



Big budget or small, your prospects are bigger and better when you put your money on WXIX, Milwaukee's new CBS Television station. At card rates which are only 30% to 50% as high as the cost of the other stations (maximum discounts applied), WXIX has proved in a matter of weeks to be the best buy—*by far*—in the compact seven-county Milwaukee marketing area. In terms of station breaks, for example, WXIX (whose average ratings have gone *up* 16.1%) averages 138% more viewers per dollar than the second station (whose average ratings have dropped 21.4%)...and 352% more viewers per dollar than the third station (whose ratings have dropped 36.5%). Specifically, WXIX station breaks deliver an average of 19 viewers per penny! Putting it another way, that's a cost of only *52 cents per thousand!*

Join the more than 300 local, national spot and network sponsors who are now investing their advertising dollars on WXIX, and get more for your money in Milwaukee.

WXIX Milwaukee CBS Owned Represented by CBS Television Spot Sales

Sources: Telepulse, March-May 1955
Rates from SRDS, May 1955

CAPITAL TYPES #5

THE CIVIL SERVANT

Card-file memory that goes back to McKinley. Favorite song: "I Wish I Could Shimmy Like My Sister Kate." Three-time winner of the Sack Race at the annual office picnic.

Perennial winner at serving the interests of advertisers in the Washington market is WTOP Radio. with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. WTOP represents the best for advertisers because it represents the best in broadcasting. That's why advertisers looking for capital sales results depend on Washington's top station.

WTOP RADIO

Represented by CBS Radio Spot Sales

OPEN MIKE

Mid-Gulf States

EDITOR:

Thank you for calling special attention to the "Mid-Gulf States" article in the June 27 issue of B•T. I had read "Georgia" and "The Carolinas." This latest study is equally interesting and valuable.

My warmest congratulations to you and to Frank Beatty. I assume that there will be more coming. It is solid material like this (plus the news content that you mention) that makes B•T the top source of information in our industry.

Frank Stanton, Pres.
CBS Inc., New York.

EDITOR:

. . . "The Mid-Gulf States" in your June 27 issue. This area is of particular importance to us; and from scanning this issue we find it full of information which I am sure we will be referring to from time to time.

Your articles on "Georgia" and "The Carolinas" were also of much interest to us. I have just discovered that these issues have been destroyed through a misunderstanding. If you have additional copies of either or both of these issues, could we please have another copy of each for our permanent files? . . .

Edwin H. Ginn, Mgr., Agricultural Advertising
Hercules Powder Co., Wilmington, Del.

[EDITOR'S NOTE: Copies sent.]

EDITOR:

Your article on the "Mid-Gulf States," along with those on Georgia and the Carolinas, contained impressive and highly useful information about these areas. You are to be congratulated for these comprehensive jobs.

We hope your spotlight is going to shine on some of the established regions as well as newer ones. They have stories of expanding markets too. . . .

Deuel Richards, Radio-Tv Dir.
The New England Council for Economic Development
Boston, Mass.

[EDITOR'S NOTE: B•T intends to explore all expanding markets of America, including New England.]

Write-Up His Ally

EDITOR:

Thank you so much for the recent write-up in B•T [FILM MAKER, May 9]. I would like to let you know that this sort of thing does bring results. Last Wednesday Bea Adams, Pet Milk account executive for the Gardner Agency, called at our office to see a "Mr. Ellsworth." After preliminary conversation, I found to my surprise that she had read the article and was duly impressed. The Gardner Agency being in St. Louis, she had made it first on her agenda to call at Mercury on her arrival in Los Angeles. Yes, we did get a job, and thanks once again.

V. E. Ellsworth
Mercury International Pictures Inc.
Hollywood, Calif.

Re-Discovery of Radio

EDITOR:

Your story on the [Fort Wayne Tv] presentation made by NBC was well done [B•T, May 30]. Being the northernmost media in the Fort Wayne area, we were much interested in it.

One point overlooked, of course, is the splendid success now being enjoyed by tv advertisers who have "re-discovered" radio, NBC to the contrary. We are enjoying, as well, increased business volume from tv advertisers who are finding it is not the answer to local sales problems, while it may serve as a mass "introducer" for a product. After all, it's those day-by-day sales figures that count.

Just yesterday an area advertiser who went 100% into tv, paying enough per spot to buy a creditable weekly radio schedule, called us to report that his radio budget was the *only* thing providing traffic for his sale, and that the traffic is terrific! It must be that the 60% drop in "quantity" of listening reported by NBC does not reduce the "quality" of the results—or was the "Fort Wayne Story" loaded for tv?. . .

E. H. Munn Jr., Sta. Dir.
WTVB-AM-FM Coldwater, Mich.

Anderson Stand-By

EDITOR:

We are standing by with an RCA 1 kw transmitter, full studio gear, a studio building . . . As soon as the boys down in Washington decide what they are going to do, we will get on the air pronto. [WCBC-TV holds a grant for ch. 61 in Anderson.]

We believe in uhf, and have backed our belief with over $100,000 worth of investments in equipment, building, etc. We are ready to increase our investment substantially. We believe these moves have proved our good faith and the honesty of our intentions. We cannot, however, proceed further until we know we will be allowed to program continuously in our allocated spectrum . . .

Washington tells us we can expect the situation to stabilize within the next sixty days. Personally, I don't believe anybody thinks anything can be done in this short time. When we know definitely that we have the green light we will proceed and I will send you the completed [TELECASTING YEARBOOK] questionnaire at once.

Fred M. Mullen
WCBC-AM-TV Anderson, Ind.

Good Ideas Do Get Around

EDITOR:

I was very interested in Bill Stewart's letter [OPEN MIKE, June 13] commenting that he previously had used the current WKDA Nashville "What Listeners Won't Hear" campaign [B•T, May 9].

The reason for my interest was that KITE used the same campaign when it first took the air back in 1947 and has used it ever since.

Glen Krueger, Promotion & Merchandising
KITE-AM-FM San Antonio

Cartoon Collector

EDITOR:

Some months ago at my request you sent us an original of a Sid Hix cartoon which we had enlarged and framed. This cartoon, depicting the bad dreams of a station manager counting sheep, all of which are named after the various unions with which broadcasting has to contend, now hangs in our Labor Relations Conference Room and has caused much interesting comment.

We would appreciate it if you could send to us the original of the Sid Hix cartoon appearing in the June 20, 1955, issue as we would like to devote it to the same use, and it would be very apropos in view of the many demands of most unions for credits, especially in television.

As in the previous case, as soon as we had the original blown up for proper framing we would return it to you.

L. D. Bates, Asst. Dir. Labor Relations
CBS, New York

[EDITOR'S NOTE: The cartoon, depicting two scrub ladies complaining that they're "the only two in this studio who don't get a credit line," has been sent to Mr. Bates.]

INDOOR ANTENNA SERVICE IN BOTH FORT WORTH AND DALLAS

FULL POWER ON CHANNEL 5

SET COUNT APPROACHING HALF-A-MILLION

WBAP-TV offers low band, 1113 ft. tower, clear signal, indoor antenna service in both Fort Worth and Dallas. Yes — WBAP-TV'S maximum power gives rabbit ears reception in both Fort Worth and Dallas.

Be sure you get full coverage and CITY GRADE SERVICE in 2 GREAT CITIES — Fort Worth and Dallas — yours ONLY on WBAP-TV! Check the figures in this wealthy market shown below — see why your sales message gets MORE RESULTS on WBAP-TV!

FIRST in coverage, picture clarity, programming and color in the wealthy Fort Worth-Dallas market

WBAP TV

Counties	24
Population	1,894,500
Families	579,800
Total Retail Sales	$2,260,240,000
Buying Income	$3,084,413,000

Source: Sales Management Survey of Buying Power May, 1955.

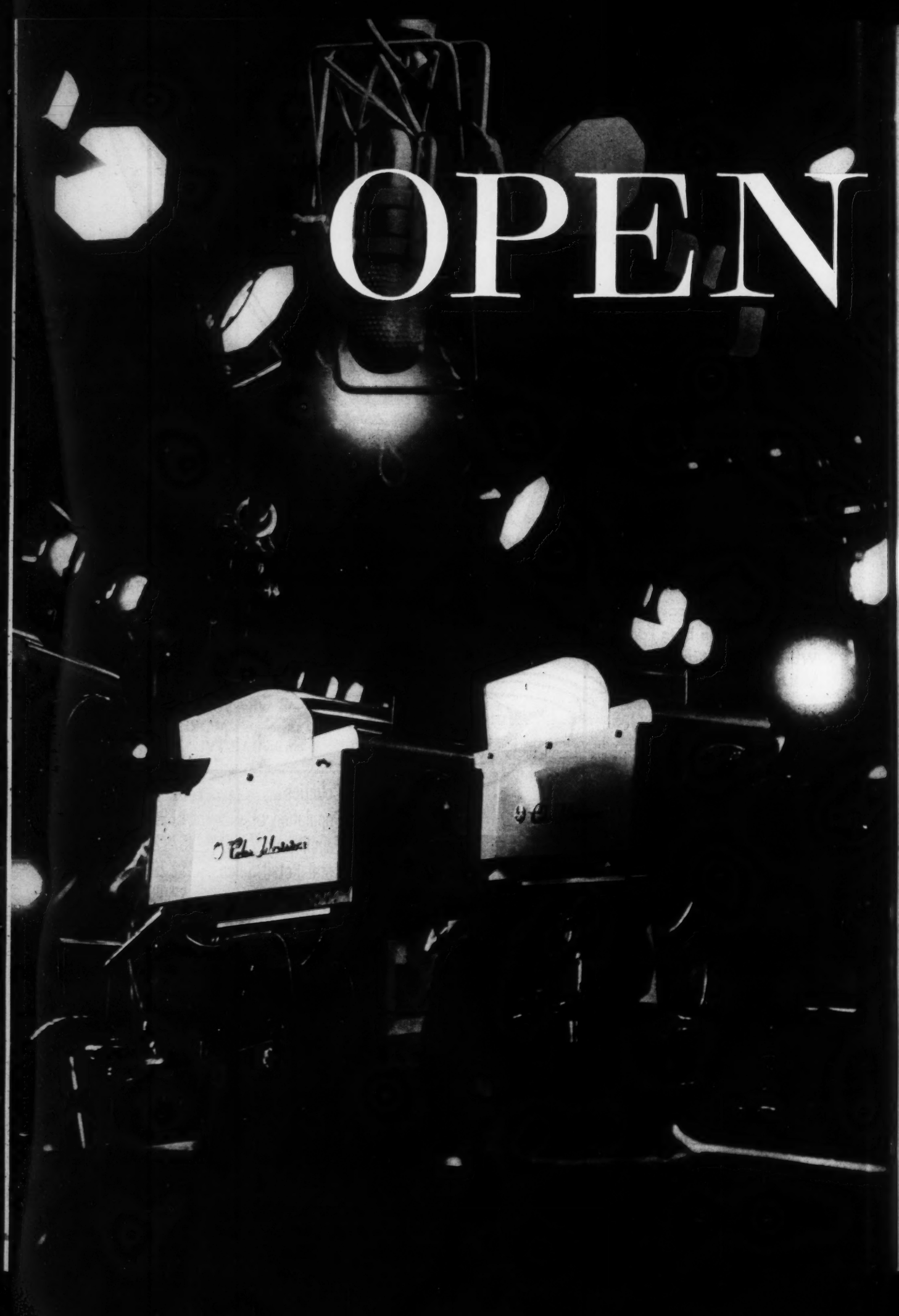
SOON STARTING OUR 7TH YEAR OF TELECASTING

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC–NBC • FORT WORTH, TEXAS

AMON CARTER, Chairman | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

FREE & PETERS, Inc. – National Representatives


OPEN

CIRCUIT

a public preview of NBC Television, 1955-56

by Sylvester L. Weaver, Jr., President, and Robert W. Sarnoff, Executive Vice President

In August of last year, an advertisement to the trade proclaimed: "NBC opens the year of excitement on television!"

The season is passing and many who were honestly skeptical have admitted that the year's performance is measuring up to the prophecy.

It has been the year of 90-minute Color Spectaculars, of Gobel and Medic and Caesar's Hour, of Today-Home-Tonight, of unprecedented special programs like "Peter Pan." But such an enumeration, as proudly as we make it, is only a small part of the story. This was the season when television programming shed the shackles of tradition; ceased to be the child of radio and became a medium of its own — the greatest medium of entertainment and enlightenment that the world has ever seen.

The growth of the medium was a tribute to the entire industry. At NBC we are proud that we took a bold and adventurous course, and we will quicken the pace in the year to come. Here is a portion of what you may expect:

COLOR SPREAD — The success of this season's Color Spectaculars is now history. But next season NBC Spectaculars will move still farther forward. Appropriately, the first show in the new "Color Spread" Spectacular series will be a special 2-hour telecast of Thornton Wilder's theatrical masterpiece "Skin of Our Teeth"—starring Mary Martin and Helen Hayes. "Color Spread" will also open up an affordable new selling opportunity of major importance for most advertisers.

ONE-TIME "SPECIALS" — Already scheduled are a repeat of "Peter Pan," and a musical version of the Pulitzer Prize play "Our Town" featuring Frank Sinatra. In addition, NBC will pioneer in a new direction. First-run full-length A-films will be seen *for the first time anywhere*, on NBC Television. The first of these film features will be Alexander Korda's color production of "The Constant Husband" starring Rex Harrison.

MAURICE EVANS PRESENTS — the finest theatre of *all* time, presented Sunday afternoons by the distinguished producer-director-actor. Included in Mr. Evans' schedule of hour-and-a-half color programs will be several Shakespearean productions in which he himself will star.

SPORTS — NBC will continue to be the leading sports network, with a year-round calendar of key events in every area of sports, including the full schedule of NCAA football.

ORIGINAL DRAMA AND MUSICALS — Included in the Producers' Showcase schedule of 90-minute plays will be original works by outstanding contemporary playwrights. These dramas will be mounted with all the expertness that marked Producers' Showcase *this* season. Robert Montgomery Presents, The Kraft Theatre, The Philco-Goodyear Television Playhouse will continue to present weekly full-hour dramatic productions, and will be joined this year by the new 60-minute Pontiac-Armstrong Theatre scheduled on Tuesday nights.

VARIETY — Berle, Raye and Hope will appear in the Tuesday night hour that has become a television tradition. In addition, Perry Como will be star and host of a big new Saturday night hour of unmatched variety entertainment. The Colgate Hour on Sunday will be decked out in fresh, resplendent entertainment dress. And NBC will showcase its newest candidates for Gobel-type laurels as "the most exciting discovery of the year." Keep your eye on personalities like Jonathan Winters and Sue Carson!

SPECIAL PROGRAM EVENTS — Throughout the year NBC will use prime time periods to present special television events, such as "1976, Your World of Tomorrow" on October 9th; "Nightmare in Red," an hour-long history in film of Russian communism from 1905 to the death of Stalin, featuring a great deal of secret footage seen now for the first time; "The Jazz Age," a highlight report of America's boisterous, "bubble" years; and "Young India," a probing film commentary on the people and the problems of a country vitally important to Americans.

This is a sketch in brief of some of the things next season holds for NBC's audiences and advertisers. It is our goal to present whatever the vast and variegated American public enjoys, wants, hopes for and should have from television. And for sponsors, NBC will continue to devise flexible buying patterns which make TV available to advertising budgets of *every* size.

This year our slogan has been "Exciting Things are Happening on NBC Television." It holds good for 1955-1956 . . .

S. L. Weaver Jr. Robert Sarnoff

---

exciting things are happening on

NBC TELEVISION

a service of RCA

EVEN MacDOUGAL WATCHES

W·H·E·N TV

MacDougal's pipes are getting hoarse from overwork. All day long the glens echo to, "Hail to the Chief — Channel 8!"

MacDougal, N. Y. is having its best fling in years! Even the dour Scot can't resist the fun on WHEN-TV.

But they're canny spenders, these upstaters. Tho their sporrans are plump and well-lined, they've a close way with tuppence and thruppence. It takes Channel 8, as full of witchcraft as Very Old Scotch, to turn a reluctant silver trickle to a fat, golden stream.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

IN REVIEW

WIDE WIDE WORLD

NBC-TV's newest invitation to posteriority, *Wide Wide World,* came off last Monday evening as an easy hour and a half of following the cameras as they hopped across the country and into Canada and Mexico.

The network's continent-covering travelogue slipped without a hitch from glimpses of the New York beehive emptying out for the day to an idyllic farm setting in Iowa; from Chicago to Denver; from San Francisco to a beach at San Diego; from theatre-going crowds in Times Square to skiers on Mt. Hood; from a rehearsal of Shakespeare in Stratford, Ont., to a fiesta and bullfight in Mexico. To establish time and places, the production ended with shots of San Francisco's Golden Gate in lingering daylight and the pattern of electric lights on Gotham's darkened streets.

As anchor man and narrator, astride a high stool before a spinning globe, *Today's* Dave Garroway managed to restrain the obvious awe of the broadcaster in relaying such phrases as "three countries, 10 cities, 40 cameras, a dozen mobile units and a thousand technicians." A possible clue to the viewer's reaction to *World* as a whole might have been in his impatience to get on with the show after seeing the RCA and Ford-Lincoln-Mercury commercials, which, although well done, were slightly lengthy.

Not all the pre-announced events came off: Planned shots of a Bourbon Street jazz session and Guy Lombardo in a water spectacle at Long Island's Jones Beach were replaced by two pickups from an evening jazz "concert" in Washington's open-air Carter Barron Amphitheatre, where such perennials as bandleader Woody Herman, trumpet soloist Bobby Hackett and the one and only Louis Armstrong called their children home. These were in compatible color and the second (after-dark) pickup caught the warm sepia tones of Pappa Dippermouth, songstress Velma Middleton, reedman Barney Bigard and others as they did things to "That's My Desire" and other tunes.

Viewers got a taste of how a mood is established by a stage director and his troupe as Canadian Broadcasting Corp. cameras looked in on rehearsal of a scene from "Julius Caesar" for the 1955 Shakespearean Festival at Stratford, Ont. Here actors out of costume seemed entirely unaware of an audience as Brutus and his conspirators plotted the death of Caesar. At one point the director made the technical observation to his cast to remember that "this is not to be on tv but on a real stage."

A sample of fun and humor South of the Border was successfully translated to the U. S. audience from Tijuana, Mexico, by a pickup from Emilio Azcarraga Jr.'s *Television de Mexico* network. This showed the daring footwork and foolishness of the great Mexican comic, Cantinflas, in a weaponless fight with a live and enraged *toro.*

Some high points of the 90 minutes: Pan shots showing members of the Washington audience doing some delighted wriggling to Pappa Dip's brand of jazz and showmanship; at Stratford, a flock of pigeons rising in flight as the narrator compared their departure to that of the transmigration of the fancies of the "Julius Caesar" cast and audience to the Rome of 2,000 years ago; Cantinflas' saucy, hip-wriggling dance as he confronted an exasperated and bewildered fighting bull.

The easy-going sincerity of Vaughn Monroe was matched against the clowning of Milton Berle for the RCA commercials, while the Ford commercials used pantomime and the outdoors to show there is a Ford, Lincoln or Mercury in everyone's future and that the housewife makes the final choice.

To further appeal to women and to impress the title upon the viewer's mind, narrator Garroway closed with a verse of the late poetess Edna St. Vincent Millay which begins:

> "The world stands out on either side
> No wider than the world is wide. . . ."

Production cost: Approximately $125,000
Broadcast in color on NBC-TV, June 27, 8-9:30 p.m. EDT, as one of the Producers' Showcase *series, colorcast every fourth Monday*
Sponsored by RCA and Ford Motor Co., both through Kenyon & Eckhardt
Executive producer: Barry Wood; director: Dick Schneider; writer: Saul Levitt; unit manager: Al Cooperman; music director: Henry Sosnik; scenic designer: Reuben Ter-Aratunian
Cooperating networks: CBC and Emilio Azcarraga's Mexican tv network
Cooperating stations: WRCA-TV New York; WNBQ (TV) Chicago; WHO-TV Des Moines; KOA-TV Denver; KPTV (TV) Portland, Ore.; KTVT (TV) Salt Lake City; KRON-TV San Francisco; KFSD-TV San Diego and WRC-TV Washington

CONVENTION IN MIAMI BEACH

IT WAS said that in *Convention in Miami Beach,* sponsored by Philco Corp. on ABC-TV, the television audience for the first time would get an "inside view" of the manner in which American industries launch new products on their way to the consumer.

Inside view, bosh. It was an eye-full.

The telecast gave the electronically minded viewer the beauty in a white bathing suit on water skis; the beauty in a white bathing suit swimming under water; hula dancers without white bathing suits, but passably clothed; a parade of fully clothed, exotic models carrying Philco portables, and much of Lee Ann Meriwether (Miss America of 1955) and Bess Myerson (a Miss America alumna).

There was much "entertainment," and, in true convention style, even low comedy. This bit was performed by a straight man and a a punch-drunk fighter, with such dialogue as this: Straight man: "I missed that fight." Fighter: "Yeah, wish I'd missed it, too."

Actually, Miami Beach's Fontainebleau Hotel and the more than 1,000 Philco distributors who were convening there, along with the Aqua Maids, Johnny Desmond and John Daly, who had to battle a power failure that gave all sorts of microphone trouble, came over the screen in good, show-business form.

Viewers who were paying close attention also heard about and saw new Philco developments, including tiny transistors and unique circuitry; a transistorized hearing aid operable by a battery the size of a dime; an "electronic brain"—Transac computer, that is; an industrial tv camera, Philco's scanning equipment for color broadcasts; a microgrid tuner with an X-155 vacuum tube; an automatic tv set that can be switched on and off and from one channel to another merely by pressure of the hand on the top-rear section of the receiver, and a transistorized phonograph. A demonstration of a Philco refrigerator by one of the underwater maids was different. Miami Beach looked very appealing. And pity the Philco distributor who missed making the real thing, but watched the program with his wife sitting nearby.

Sponsor: Philco Corp., through Hutchins Adv.
Network: ABC-TV, June 28, 8-9 p.m. EDT.
Producer: Paul Belanger; associate producer: Hal Davis; director: Mat Harlib; Writer: Mortin Southeimer; choreographer: Pauline Koner; technical director: George Weber; lighting director: Immy Fiorentino.

JOE FLOYD and

KELO TV

SIOUX FALLS

SOUTH DAKOTA

CHANNEL 11

NBC (PRIMARY)
CBS ABC DUMONT

78%
Coverage of South Dakota
— Plus Minnesota and Iowa

are happy to announce the appointment of

H-R TELEVISION

as national representatives

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Dallas, Texas
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Cypress 7797

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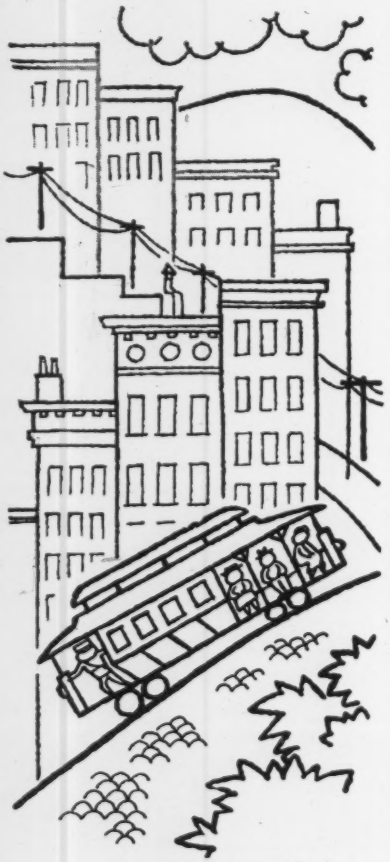

. . . use one of America's **2**
GREAT *independents!*

KYA

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BRyant 9-6013-14

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316 N. Michigan Ave.
RAndolph 6-0712

BOOKS

TELEVISION TECHNIQUES, by Hoyland Bettinger as revised by Sol Cornberg. Harper & Bros., 49 E. 33d St., New York, N. Y. 236 pp. $5.

AS noted in the original preface by Hoyland Bettinger, tv consultant, who died three years after the first publication of *Television Techniques*, this book "is directed to all who make use of the medium: the sponsor and his representatives; script and continuity writers; studio and control room production crews; remote pick-up and motion picture field units; actors and performers, for they should be on speaking terms with all aspects of the medium; and, finally, the producer, on whose shoulders all of the problems are heaped."

Mr. Cornberg, NBC director of studio and plant planning, brings up to date such subjects as audio and video technique, script writing, directing, producing, lighting and pictorial composition. New data to accommodate the increased use of color in telecasting over the past few years are included. Line drawings and photographs are used to illustrate means and methods discussed in the text.

LEONARD SPINRAD'S CLOSED CIRCUIT DATA BOOK. Published by Leonard Spinrad, 511 E. 20th St., New York 10, N. Y. 72 pp. $10.

A CHRONOLOGY of more than 200 closed-circuit telecasts, plus a detailed description of this type of video transmission with costs for both black-and-white and color, a list of companies providing this service with their personnel, unions and their officials and other pertinent data are included in this mimeographed volume. A complete index adds much to its value as a reference book.

TRADEMARK MANAGEMENT. Published by the United States Trademark Assn., 522 Fifth Ave., New York 36, N. Y. 130 pp. $5.

RESULTING from more than three years research and reflecting the policies of the majority of USTA members, this publication tells, in simple non-technical language, what to look for in a trademark and what to avoid and outlines the procedure of creating, registering and protecting a trademark. It defines what is and what is not registrable, explains how trademarks acquire value through use and also how they may be lost through uncontrolled overuse.

HANDBOOK OF 630-TYPE TV RECEIVERS, by Simon S. Miller and Howard Bierman. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 194 pp. $3.50.

"THE first and probably the best postwar, mass-produced television receivers incorporated the now famous RCA model 630 TS-type circuitry," the authors of this handbook for servicemen state in their preface. The book discusses in detail and with many diagrams the "whys" and "hows" of each of the original 630-type receiver sections and the modifications to date.

THE EGGHEAD AND THE OTHERS, by Donley Fedderson. The Coach House Press Inc., 57 W. Jackson Blvd., Chicago 4, Ill. 64 pp. $2.75.

READERS of this "television fable," complete with the author's own marginal doodles, are apt to draw a comparison with the sprightly opening credits on *The George Gobel Show*. The fable deals with a mythical professor (Ovicaput) who is concerned about television and its impact on others, particularly his son, and ends with an appropriate moral. Donley Fedderson (not related to the Don Fedderson who produces television programs) is professor and chairman of Northwestern U.'s Dept. of Radio & Tv and co-director of the NBC-Northwestern Summer Television Institute.

to cover NOT ONLY the
NEW YORK
Metropolitan area...
...but...

a total of
4,598,850
Radio homes day and night!

use one of America's **2**
GREAT *independents*

WINS
1010
50,000 watts... 24 hours a day

WEST COAST OFFICE:
Adam J. Young, Jr.
593 Market Street
Los Angeles, Calif.
Yukon 6-6769

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

Oil and the Crises of Our Times

by MARGUERITE HIGGINS

Famous Foreign Correspondent

In the short space of a decade I have been an eyewitness to four hot wars and have observed innumerable crises of the cold war. Each crisis has underlined for me our world's dependence on oil.

On one of my first assignments to war, I became conscious of oil's role in combat. My first flight to the front in World War II was made on an air force cargo plane ferrying oil and gasoline to General Patton's 3rd Armored Division—the tanks had outrun the slower-moving supply trucks.

When Germany surrendered, I interviewed many of the top Nazis and always asked them this question: "What, in your opinion, was the decisive factor in the war?"

Reichsmarshall Hermann Goering, Nazi Luftwaffe chief, answered that it was "the bombings, because they destroyed our oil. At the end," the Nazi air chief continued, "fuel was so short that we couldn't get our planes into the air to defend our cities." Germany's state-controlled oil industry failed when the chips were down.

During the war in Korea, I went ashore with the Marines at Inchon. This was the surprise beachhead assault behind enemy lines that broke the back of the North Korean Army. And during the amphibious landing one of the first things brought ashore was oil. Without oil we would have been unable to maintain our mobility and thus exploit the advantage gained by this imaginative operation.

In Indo China, the Communists mined the roads almost nightly. In Northern Indo China many areas became isolated pockets that could be supplied only by airlift. Without the fuel to keep those planes aloft, the Communists in Indo China would have won much more, much earlier.

The vest pocket war between Chiang Kai-Shek's Nationalists and the Communist Chinese was the scene for one of the strangest experiences of my war correspondent's career. I went out on patrol aboard a *motorized sampan!* Our fuel? Gasoline!

Marguerite Higgins, world famous war correspondent interviews Brig. Gen. John S. Bradley near Korea front lines. In her article "Maggie" points up ever-increasing reliance of the free world on America's oil industry.

In the past few months I have toured the citadel of the cold war, Soviet Russia. I journeyed nearly fourteen thousand miles by automobile, plane and rail. It was with special interest that I made comparisons, for I am aware that in the crises of the future, as in the past, America's oil industry can spell success or failure, victory or defeat. As could be told from the lines waiting at Russian service stations (for gasoline is still in short supply) and the knock in my car engine, the totalitarian nations have many five year plans to go before they can match in quantity and quality the oil produced in America's free competitive society.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

Betty Lee

Star of

WOMAN'S PAGE

WAPI 1:05 to 1:15 Monday-Friday

NOON EDITION

WABT 12 to 12:30 Monday-Friday

What interests women in and around Birmingham? Features, people, news . . . as presented by Betty Lee! A typical young mother and housewife with more than typical experience, Betty Lee knows how to reach and hold women. A leading figure in music and dramatic circles of the city, her public appearances help her to present an arresting account of happenings in the woman's world.

Stars Sell on Alabama's greatest radio station

WAPI

Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT

Birmingham
Represented by BLAIR-TV

our respects

GEORGE WARREN BRETT

THE KEEN EYES of George Brett of late have been showing a suspicious twinkle.

Sixty-three years young last April, Mr. Brett this July has special big plans for his fishing rod, hunting rifle, gardening tools and particularly for six grandchildren he is going to let romp uninhibited around the homestead located at Smoke Rise in northern New Jersey where the "topography resembles Vermont" and the distance to Times Square is only 30 miles.

Mr. Brett, vice president and director of The Katz Agency, is easing out of the sales field and into outdoor activity.

But this doesn't mean Mr. Brett will hang up the sword and shield used these many years to battle for ethics and stable structures in the radio and tv field. He will still be at the same stand at The Katz Agency as a consultant on industry affairs and he has all intentions of retaining a very active board membership with Television Bureau of Advertising until the end of the year.

Mr. Brett is the type of executive who will show up for a routine day at the office and be truly surprised by an office party given in his honor—as was the case at 477 Madison Ave. last Wednesday, two days before retirement.

Also typical of this affable executive: Just before the surprise party, he had penned a post-interview reflection for B•T that went: "I know of no other business . . . where so many business associates become one's personal friends."

George Warren Brett was born April 3, 1892, in Newark, N. J., the son of George L. Brett, a silk wholesaler from Poughkeepsie, N. Y., and Lizzie Brewer Brett, originally from Manhattan. White Mr. Brett was in high school, neighbor Victor Young of Frank Seaman Adv., that has since faded into advertising annals, liked the way young George handled a mower on Mr. Young's lawn and asked if he would like a regular job when summer vacation came along.

That sealed Mr. Brett's first sale and for six years he traveled to New York to the agency, where he was in the publication checking department.

Even then, Mr. Brett knew where he was headed and others recognized the fact.

Mr. Brett went places, too. As he puts it, the agency made him manager of the department when the two-man staff was cut to one. His second job was with the E. Katz Special Advertising Agency as a space salesman. Mr. Brett has been with Katz for 41 years.

When Mr. Brett joined, Katz represented newspaper and farm publications. As some of its newspaper clients went into radio, so did Katz. Soon the company bore the name of The Katz Agency and did business in three media—print, radio and tv. The radio entity was set up in 1935. By then, Mr. Brett, who was growing with Katz and radio, was vice president-sales manager. When radio and tv were separated and each set up as an independent arm of the firm, along with print, Mr. Brent wound up as director of sales policy for radio and tv.

Reflecting on radio and tv, Mr. Brett feels that there's a place for each advertising medium and warns that too much attention, distortion and disparagement have been given to the competitive nature of each—newspapers vs. magazines, radio vs. newspapers and now tv vs. radio. Rightly used, he notes, all media can be successful.

A serious handicap for developing national advertising for newspapers initially and later spot radio and now spot tv, Mr. Brett feels, has been the differential in local and national rates.

"Complications from a two-price system operate in the long run to the advantage of magazines and network radio and network television," he says. The instability of rate structures irks Mr. Brett's sensitivities. He comments: "Magazines and newspapers graduated long ago from the days of rate cutting. But radio and tv have not yet attained their maturity in that respect.

"It should be impossible for the general advertiser to get a local rate if he does not qualify for it. It's a matter of definition. Advertisers and agencies ought not be criticized for attempting to buy at the lowest possible price. The responsibility in enforcing the principle of the same rate to all advertisers under the same conditions rests exclusively with the advertising medium—the seller and not the buyer."

Mr. Brett says he has been "brought up in the old-fashioned school of rate card integrity. I don't believe in rate deals." Right now, Mr. Brett sees some improvement in the radio situation but it is "incredible that there should be rate cutting in television."

In the setting up of TvB, Mr. Brett, among the representatives, was perhaps the most persistent gadfly. He also is a director of Station Representatives Assn., an active member since its creation. He helped promote Broadcast Measurement Bureau. He was a member of the original Advertising Men's League that later became the Advertising Club of New York. He is president of the Maplewood, N. J., Country Club and a long-time member of the Seigniory Club of Quebec.

He was married in September 1915 to an ex-school teacher from Newark, the former Marguerite Helen Jack. They have a son, Warren Brett, who is a space salesman with *Look* magazine, and a daughter, Ruth Elizabeth.

IN ALBUQUERQUE, NEW MEXICO IT'S

KOAT-TV

ALVARADO TELEVISION CO. INC. PHONE 5-8716

Channel 7

REPRESENTED NATIONALLY BY
George P. Hollingbery

ALBUQUERQUE

PIGGLY WIGGLY

PRESENTS

WORLD PREMIER

"GANG BUSTERS"

THURSDAY
JULY 7
1955
7:30 - 8:00 P.M.

DISTRIBUTED BY
GENERAL TELERADIO, INC.
1440 BROADWAY
LONGACRE 4-8000

AL CADWELL
President
WALTER STILES
Vice President - General Manager
TED L. SNIDER
National Sales Manager
Albuquerque, 5-8716
JOHN L. McGUIRE
Denver National Bank Bldg.
Cherry 4-8191

ABC
AND
DUMONT
TELEVISION NETWORKS

Advertisement

From where I sit
by Joe Marsh

If You Can't Lick 'em — Join 'em

Just back from visiting with my daughter's family—and playing Grandpop to two of the cutest kids you ever saw. While there I picked up a couple of new ideas on child raising:

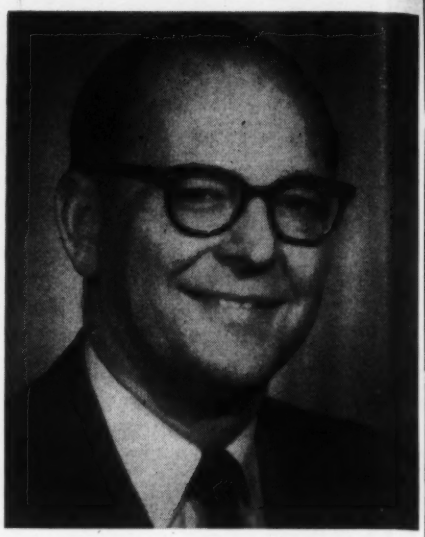
If your child's learning to use a pen, provide an old fountain pen—filled with bluing. Looks and writes like ink, but won't stain clothes or furniture permanently.

Maybe you have a boy, like my grandson, who thinks he's too old for a bib—but isn't. A big cowboy bandana works just as well, and it looks he-man to boot.

From where I sit, getting along with children is like getting along with grownups—it requires an effort to see things from the other person's point of view. At any age, there's no accounting for tastes. Take my neighbor who keeps a parakeet and drinks hot coffee in the summertime. That seems strange to me . . . a man who's partial to hound dogs and a cooling glass of beer. But I'd be "childish" to say it was wrong.

Joe Marsh

Copyright, 1955, United States Brewers Foundation



GEORGE EMMETT SIMONS

on all accounts

EXTENSIVE executive experience in the advertising and sales promotion end of the appliance field for some 25 years is proving invaluable today to George E. Simons on the relatively new but fast-moving Whirlpool account out of Chicago.

Mr. Simons joined the Chicago office of Kenyon & Eckhardt last February as account executive on Whirlpool Corp. after a distinguished career with such organizations as the Crosley Div. of Avco Mfg. Corp. and General Electric Co.

Aside from making washers, dryers and ironers, Whirlpool made news recently by buying into NBC-TV's Martha Raye-Milton Berle Tuesday evening (8-9 p.m.) lineup this fall.

A native of South Bend, Ind. (Nov. 6, 1907), young George attended Three Rivers (Mich.) grammar and high schools, and the U. of Mich.

At 22 he started his business career in January 1930 as district publicity representative for the apparatus department of General Electric Co. in Chicago. For five years he combined promotion and advertising with public relations, supervising among other projects GE's participation in Chicago's World Fair of 1933-34. Then he became advertising-sales promotion manager for General Electric X-Ray Corp. for nine years, working on a variety of industrial applications.

Mr. Simons was appointed to a similar post with GE's air-conditioning department in Bloomfield, N. J., in October 1944, looking toward the development of advertising and promotion as output of civilian goods resumed after the war. In January 1948 he was made major appliance manager for GE in Bridgeport, Conn.

From August 1949 to March 1951 Mr. Simons became national advertising manager for Crosley Div. of Avco in Cincinnati, with responsibility over appliance and electronics lines and public relations. He then moved to John Sutherland Productions Inc., as vice president in charge of sales and the New York office. Mr. Simons directed all sales activities and helped on production of films and tv commercials.

Mr. Simons joined Benton & Bowles, New York, in October 1951 as account executive on the Crosley account, with responsibility for the electronics section (radio-tv receivers). From March 1952 until he joined K & E in Chicago (shortly after it acquired the Whirlpool account), Mr. Simons had been advertising and sales promotion chief for the appliance department of Crosley.

Mr. Simons' hobby is yachting.

ONE... TWO... 3... GO!

Going on the air
SEPTEMBER 3

Serving the **ARK-LA-TEX**
. . . . . where 3

states join

Forming the . . . . . 3-R MARKET

KTBS·TV
CHANNEL 3
SHREVEPORT, LA.

RICH . . . Spendable Income—
over 1 Billion dollars*

READY . . . TV Sets—100,000 plus†

RESPONSIVE . . . 1954 Retail Sales
SRDS †NBC 857,709,000

MAXIMUM POWER
VIDEO . . . 100,000 WATTS
AUDIO . . . 69,800 WATTS
TOWER . . . 1151 FT. ABOVE GROUND

Represented by **PETRY**

NBC

still taller in the saddle

Starting August 29, WCCO-TV adds two more family favorite cowboys to its hard hitting lineup.

Gene Autry and Roy Rogers

in hour-long shows across the board at 4:30 p.m. weekdays.

Here's a great opportunity for you to lasso the big action audience in the Twin Cities. Available now on a four sponsor participation basis. Ask Free & Peters for details of the powerful WCCO-TV Western Story.*

WCCO-TV

The other member of the family

Minneapolis-St. Paul

CBS

* The January 1955 Telepulse shows that in a typical winter month, every one of WCCO-TV's four big western adventure shows tops all competing programs, and beats the average of all shows in our four-station market by from 41% to 212%.

BROADCASTING TELECASTING

July 4, 1955 Vol. 49, No. 1

CBS RADIO JOINS MOVEMENT FOR SINGLE DAY-NIGHT RATE

With ABC Radio and Mutual already set on uniform rate plans, NBC Radio remains as the only major am network not officially in the trend. However, NBC officials last week indicated their own rate structure was being reviewed.

RADIO network rates were entering a new phase of their stormy history last week, with further developments yet to come.

The trend toward a single rate for both daytime and evening periods in network radio, started by ABC last fall and followed by Mutual a fortnight ago, took on parade aspects: CBS Radio came to an agreement with the board of directors of its affiliates' association, and NBC Radio officials acknowledged—though non-committally—that their own rate structure was being reviewed.

NBC authorities said "our whole rate structure has been under study for several weeks." This left the way open for speculation not only about adoption of a single day-night rate but also about possible rate reductions, rate increases or conceivably, an entirely new pricing concept. Network spokesmen conceded the statement did not rule out such possibilities, but said they could not elaborate on it.

The single-rate philosophy—even though applied with accompanying changes in discounts so that there is no substantial change in what an advertiser actually pays for time—appeared to be generally well received among advertising agencies. It is designed to simplify the cumbersome, complicated discount arrangements which grew through the years. CBS Radio also pointed out that it will permit much simpler network affiliation contracts.

CBS Radio's single-rate plans hinged on an agreement, reached with the affiliates' 12-man board last week but still to be negotiated with affiliates individually, whereby the CBS Radio stations will take a 20% cut in compensation from the network for a period of one year. The network had asked for a 25% cut but was turned down by the board [B•T, May 30, *et seq*].

As part of the plan, the network agreed to make additional 70-second station breaks available to affiliates at night and, for the first time, to make room for 70-second breaks in the daytime schedule too. These, it was noted, recognize "the very substantial demands constantly made on the affiliate stations for more 60-second copy." The network also said that at the affiliate board's request it "will undertake to add more co-operative programs when and wherever it is found practical."

Aug. 25—expiration date of the affiliation contract amendments by which CBS Radio stations last summer agreed to additional discounts equalizing day and night costs to advertisers—was set as effective date for all the changes, including the proposed one-year agreement on a 20% cut in the rate of network payments to the stations. Contracts embodying this proposal were being readied late last week for distribution to all affiliates.

To put the plan into effect, CBS Radio needs approval by stations representing at least 85% of its U. S. rate card. Officials voiced confidence the affiliates would give approval by returning signed new contracts by the deadline which was put at July 15.

The new contracts, officials said, are entirely new. That is, they eliminate various amendments which have been made over the past several years by incorporating those provisions in a new contract form which also carries a one-year clause providing for the 20% cut in station compensation. While the reduction-of-compensation clause will be renegotiated or rescinded after a year, authorities explained, the single-rate provisions are "permanent."

Although CBS Radio's new single-rate card was still in preparation last week—network authorities noted that agreement with the affiliate board was on "the principle," with details to be worked out—the announcement made clear that there will be "no change in cost to advertisers, excepting on Saturday and Sunday, where the rates are to be increased to equal the present Monday-through-Friday rates."

The increase in weekend rates comes to about 5%, officials estimated. Present weekend advertisers will be protected for one year, but stations will be paid as if the increase already were in effect.

Agency executives for the most part welcomed the move.

Jim Luce, head of the timebuying depart-

THE BILLINGS TELL THE STORY

THESE gross billings figures from Publishers Information Bureau show what has happened to radio and television network business in the first five months of this year. For all networks radio volume is still declining—$52.2 million in January-May, 1955, as compared to $63.7 million in the same period last year. For all but DuMont television billing continues to rise—$165.5 million for the first five months compared to $125.4 million in the same 1954 period.

NETWORK RADIO

	May, 1955	May, 1954	Jan.-May, 1955	Jan.-May, '54
†ABC	$ 2,080,272	$ 2,307,029	$ 11,497,432	$ 12,764,603
CBS	3,923,796	5,116,152	20,286,915	25,533,132
MBS	1,450,889	1,908,198	6,927,552	9,515,534
NBC	2,652,560	2,780,725	13,559,541	15,951,564
TOTAL	$10,107,517	$12,112,104	$ 52,271,440	$ 63,764,833

NETWORK TELEVISION

ABC	$ 3,606,427	$ 2,411,656	$ 18,226,301	$ 12,889,785
CBS	16,028,800	11,488,168	78,054,922	54,468,249
DuMONT	273,640	988,350	2,685,835	5,816,015
NBC	13,591,687	11,033,987	66,572,049	52,303,297
TOTAL	$33,500,554	$25,922,161	$165,539,107	$125,477,346

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,487,140	$ 4,181,787	$1,372,532	$ 2,744,204	$ 10,785,663
Feb.	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar.	2,445,765	4,393,441	‡1,446,535	2,953,486	‡11,239,227
Apr.	2,096,355	3,837,124	‡1,365,658	2,624,671	‡ 9,923,808
May	2,080,272	3,923,796	1,450,889	2,652,560	10,107,517
TOTAL	$11,497,432	$20,286,915	$6,927,552	$13,559,541	$ 52,271,440

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuMONT	NBC	TOTAL
Jan.	$ 3,718,195	$15,831,141	$ 723,960	$13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,463,359	462,335	‡13,285,933	‡32,739,185
May	3,606,427	16,028,800	273,640	13,591,687	33,500,554
TOTAL	$18,226,301	$78,054,922	$2,685,835	$66,572,049	$165,539,107

† In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC rate card No. 6 was in effect.
‡ Revised as of 6/30/55.

ment at J. Walter Thompson Co., said he felt that "anything that will help close the gap between gross and net radio rates is a move in the right direction."

Don Severn, of Biow-Beirn-Toigo station relations, observed: "I think it's good. I still think radio is a great medium and it should be looked upon by owners in that light." A representative of Benton & Bowles considered it part of "a good trend. CBS is recognizing, at last, a realistic fix on the sets-in-use situation. This is calling radio, radio."

Linnea Nelson, tv analyst at Kudner Agency, had certain reservations regarding the single-rate idea, however. She said:

"It is difficult to comment on whether or not a single rate for both day and nighttime on radio is a good thing. Only the sellers of radio can tell us how many they are delivering or how much. If, by a true measurement of circulation they feel that they can, by this revision, compete with other media and keep on good standards at a practical profit, then it is the thing to do. If it is 'exposed rate cutting' which will lead to a loss in overall operations and quality—then it is wrong. Proof of circulation for the money invested will be the only answer."

CBS Radio's Purpose

CBS Radio said its moves—not only the single rate but also the proposed cut in station compensation and the increase in co-op programs and in 70-second station breaks for station sale—were "designed to provide the strongest program schedule at both network and station levels, and to maintain a sound business relationship between the network and its affiliated stations."

The announcement said the decisions, reached by network officials and the affiliate board in sessions Tuesday and Wednesday, were based on "an extensive examination and study of current problems affecting both groups." It also reported that "both groups emphasized that the strongest possible radio structure will be maintained, and both plan continuing study and exploration to insure continuance of the leadership of the CBS Radio network, as well as to insure future healthy growth of each of the CBS affiliates in its own areas."

The CBS Radio affiliate board is headed by Kenyon Brown, KWFT Wichita Falls, as interim chairman during the illness of John Patt, WJR Detroit, who is recuperating from a heart attack (see story page 73). Worth Kramer, WJR, is serving as a board member in Mr. Patt's stead. Other members (also see election story, this page):

Arnold F. Schoen Jr., WPRO Providence, secretary-treasurer of the board; C. C. Caley, WMBD Peoria; George Coleman, WGBI Scranton; Saul Haas, KIRO Seattle; C. T. Lucy, WRVA Richmond; John Rivers, WCSC Charleston, S. C.; Victor A. Sholis, WHAS Louisville; F. C. Sowell, WLAC Nashville; George Storer, Storer Broadcasting Co.; Hugh Terry, KLZ Denver.

CBS Radio representatives at the meetings were: Frank Stanton, president, and Richard Salant, vice president, CBS Inc.; and, from CBS Radio, Arthur Hull Hayes, president; J. Kelly Smith, administrative vice president; William Schudt, vice president in charge of station relations, and Ole Morby, manager of station relations.

Mutual's single-rate plan, approved by the MBS board June 22, went into effect July 1. It pegged gross rates for all time periods at 50% of the old gross evening rate and established a single discount table.

Unlike the CBS Radio plan and the one which ABC Radio put into effect last Oct. 1, Mutual's plan results in reductions averaging up to approximately 25% in net costs of evening time. Daytime costs, however, remain virtually unchanged; there are slight increases in the cost of afternoon periods "in some areas" [B•T, June 27].

The new MBS rate card, made available last week, shows that the gross hourly rate for the 43 stations that make up the basic group is $4,917.50. For the 416 U. S. affiliates it is $6,921.50. These rates apply from 6 a.m. to midnight (rates from midnight to 6 a.m. "quoted on request"). The rate for a 45-minute period is 80% of the gross hourly rate; 30 minutes, 60%; 25 minutes, 50%; 15 minutes, 40%; 10 minutes, 30%, and 5 minutes, 20%.

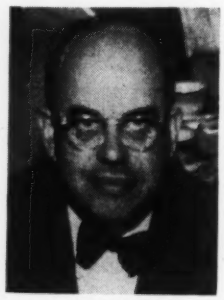
The new discount structure:

Gross Weekly Billing	Dollar Value Discount
Less than $2,000	0
$2,000-5,000	20%
$5,000-7,000	25%
$7,000-12,000	30%
$12,000-18,000	35%
$18,000-23,000	37.5%
$23,000 or more	40%

In addition to the dollar volume discount, the new card provides for an annual rebate of 7½% of gross billings in the case of 52 consecutive weeks of broadcasting. Advertisers whose annual gross billings total or exceed $1.2 million within a 52-week period may take an overall 47½% discount in lieu of other discounts and annual rebate.

Three Directors Elected By CBS Radio Affiliates

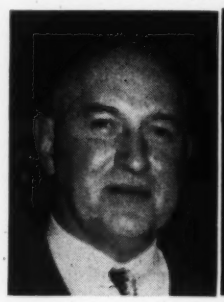
RESULTS of elections to choose directors in Districts One, Two and Three were announced last week at a meeting of the board of the CBS Radio Affiliates Assn. (story page 27). To take office in September, the new directors of the affiliates group are:



MR. RYDER

J. Maxim Ryder, WBRY Waterbury, Conn., succeeding Arnold F. Schoen Jr., WPRO Providence (District One); George D. Coleman, WGBI Scranton (District Two), and Donald W. Thornburgh, WCAU Philadelphia, succeeding C. T. Lucy, WRVA Richmond, Va.

Under the by-laws governing the CBS Radio Affiliates Assn., a district director is not eligible for re-election after having served a three-year term. However, Mr. Coleman qualified to succeed himself because he was filling out an unexpired term.



MR. COLEMAN

MR. THORNBURGH

RCA Commercials: Uncle Milty Does Three, All in 1 Min., 45 Sec.

QUICK CHANGE ARTIST Milton Berle, along with Vaughn Monroe, scooted into a live commercial promoting RCA tv sets last week on "Wide Wide World," making three complete clothing changes and using four sets all in a one-minute forty-five second commercial.

The pace was set by a double for Mr. Berle shown in a long shot as he took off across the stage—a 70-foot map—on a scooter. The scooter stopped in front of an igloo, where the camera panned up for a close-up of Messrs. Monroe and Berle inside the structure. Mr. Berle wore a fur parka over baggy pants.

While Mr. Monroe continued the audio and the double moved on to a tepee on map, Mr. Berle off camera was whipping off the parka underneath which he wore Indian pants. He slipped into a blanket and a bowler hat, complete with braids, and returned in time for the Indian tepee scene.

After that, he moved out again and slipped off the blanket and baggy pants—beneath which, as a bottom layer, he wore shirt, vest, and striped pants—put on a black frock coat and fedora to reappear as a senator in the Washington scene extolling the merits of the RCA tv sets the world over. The commercial was on *Producers Showcase* Monday, 8-9:30 p.m., sponsored by RCA & Ford Motor Co. through Kenyon & Eckhardt (see IN REVIEW page 18).

TV RIDING GENERAL ECONOMIC BOOM, McMAHAN TELLS PACIFIC GROUP

McCann-Erickson hates to think what might have happened to video industry if depression had started before enough sets were in the market. Now it's ready to stand up to any challenge from the outside, advertisers are informed.

UNTIL now, television has been a "gravy train" and the advertising agency in the medium hasn't had to be too smart or work too hard.

This was the opinion expressed by Harry W. McMahan, vice president in charge of radio-tv commercials, McCann-Erickson, N. Y., at the annual convention of Advertising Assn. of the West in Portland, Ore., last week.

Tv has enjoyed a 10-year general business boom unparalleled in American history, Mr. McMahan observed. "When I look back five years ago," he said, "I hate to think what a depression might have done to tv before enough sets were in the market. . . . such things as a depression or consumer disinterest—or toll tv—might have hurt five years ago, but not now. We're ready to withstand any challenge from the outside."

He is not "the most optimistic person you'll find" on color tv, Mr. McMahan admitted. In time, color will be dominant, he said, adding "I feel it has been rushed far beyond its need—color is going to be a valuable asset to our commercials later on, but right now it is only a novelty, good for publicity and promotion."

Motivational research is "helpful but not infallible" and at present is no more than a supplement to existing market research know-how," Norton O'Meara, vice president and associate copy director of J. Walter Thompson Co., Chicago, told the convention. He spoke on the need for original material in advertising copy.

Other speakers included Dean J. E. McCarthy of Notre Dame U., Thor M. Smith, vice president, *American Weekly*, and Albert J. Wood, president, A. J. Wood & Co.

Newly elected AAW officers are John M. Kemp, Hollywood agency owner, president; Jackson Hoagland, Arizona Public Service Co., Phoenix, senior vice president; Neve Elliott, Sever & Elliott, Portland, vice president at large; Thor Myhre, Hayward-Larkin Co., Spokane, secretary; and Richard Ryan, San Jose.

The perpetual trophy of the Vancouver (B.C.) Advertising and Sales Bureau for the best radio commercial was won by Motorola Color Tv for a campaign on KFSD San Diego, prepared by Jeff York Agency, there. This also won first award for the best product-selling program commercial in cities over 100,000 population. Honorable mention in this category went to Bon's Grocery Co., Los Angeles, for KBIG Avalon *Bon's Homemakers Edition of the News*, prepared by Mogge-Privett Inc., Los Angeles.

First place institutional program commercial, in cities over 100,000, was won by Pacific Telephone & Telegraph Co., NBC Western Radio Network *The Telephone Hour*, prepared by BBDO, San Francisco. In cities less than 100,000, program commercial of Leah's Corner Cupboard Gift Shop, KBOI Boise, won first award.

Spot announcement winners were: for cities over 100,000: jingle—Hotel Riviera, Las Vegas, prepared by Mort Goodman Advertising, L. A.; dialogue—O. K. Rubber Welders, Calgary, Alberta, produced by Chris Wiggins, CFAC Alberta. Cities less than 100,000: Ball Photo Studios, Astoria, Ore., prepared by D. W. Radich, KVAS Astoria.

In tv commercials, winner of Hollywood Advertising Club Sweepstakes award was Rosefield Packing Co., Alameda, Calif., for film spot through Guild, Bascom & Bonfigli, San Francisco, by Harris-Tuchman Productions, Hollywood. This spot also won the award for national advertisers' film commercials, one minute or less. In same category, John Morell Co. Ottumwa, Iowa, through N. W. Ayer & Son, N. Y., by Tv Spots Inc., Hollywood, received honorable mention.

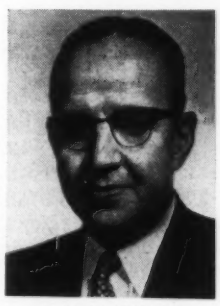
For local advertisers' film commercials of one minute or less, first award went to Retail Merchants Bureau of Salt Lake City, through Adamson, Buchman & Assoc., by Dan Rainger. Honorable mention to Pacific Telephone & Telegraph Co., San Francisco, through BBDO, by Don Flagg Productions, both there. Special low budget award went to San Joaquin Bakeries, Fresno, through Gerald Thomas Advertising, there, by Motion Picture Service Co., San Francisco.

For regional advertisers' film commercials, one minute or less, first award to Hills Bros. Coffee Inc., San Francisco, through N. W. Ayer & Son, there, by Storyboard Inc., Hollywood. Honorable mention to Standard Oil of Texas, El Paso, through White & Shuford Adv., there, by Harris-Tuchman Productions, Hollywood.

General classification, live or kine commercial, any length, first award to California Lima Bean Advisory Board, Los Angeles, through and by J. Walter Thompson Co., there.

Katz Names McHugh

APPOINTMENT of John T. McHugh as manager of the New York office of the Joseph Katz Co. has been announced by Joseph Katz, president of the advertising agency. Mr. McHugh, senior vice president of the Katz Co., has served with the organization for 22 years. Facilities of the New York offices, Mr. Katz said, have been greatly expanded as have those of the agency's Baltimore headquarters.



MR. McHUGH

Quaker Co-Sponsors Tv Show

COMPLETION of plans for co-sponsorship of *Adventures of Ozzie & Harriet* on ABC-TV starting Sept. 23 was announced last week by Quaker Oats Co., Chicago, for its Aunt Jemima Pancake Mix.

Quaker will alternate sponsorship with Hotpoint Inc. every other week through June 8, 1956. Originally Quaker was set to pick up the show once every four weeks [B•T, June 27] but a third sponsor failed to materialize. Purchase marks Aunt Jemima's first use of a nighttime, all-family audience type tv program. Agency is J. Walter Thompson Co., Chicago.

Wall to Wall With Tv

TELEVISION is credited with a large increase in business for a South Bend, Ind., carpet and furniture store, which used a 10-second spot for 10 weeks on WSBT-TV there. The total cost of the campaign was $300, according to John D. Hymes, manager of Hurwich & Haller, who says that over $7,500 in direct sales can be traced to the spot announcements, besides an increase in store traffic. The announcements consisted of a slide showing a picture of the front of the store, obviating the necessity of repeating the address in the ad copy. As Mr. Hymes points out, ". . . It's a real success story for tv on a very limited budget."

Ewell & Thurber Reorganizes Into U. S. Advertising Corp.

REORGANIZATION of Ewell & Thurber Assoc. as United Adv. Corp., with C. E. Rickerd as president, became effective Friday.

The agency, which realized broadcast billings of about $250,000 the past year, has thus resumed use of the name it bore when founded in 1921. Mr. Rickerd, who had been vice president, has acquired the interests of James C. Ewell, who severed relations with the agency in July 1954, and Hal H. Thurber, who left effective Friday. John E. Coombes becomes vice president and Al Bonk continues as radio-tv director.

The new corporation will continue to headquarter at 23 E. Jackson Blvd., Chicago, and retain offices in Toledo.

Among key accounts to be retained are Wilson & Co., (butter, egg and margarine products), Ideal dog food, Benzol gas refinery, Encyclopedia Britannica, Schulze & Burch Biscuit Co., Juergens & Anderson Jewelers and Pullman Coach Co.

Mr. Rickerd has been in advertising 35 years, starting his career as assistant advertising manager for Chevrolet Motor Co. He formerly had his own agency, Clark & Rickerd, and was with Ewell & Thurber in Detroit.

Politz Study Debunks Belief Tv Stints Magazine Reading

BELIEF that when a family acquires a tv set its members stop reading magazines—an opinion widely held only a few years ago—is definitely untrue, according to "The Audiences of Nine Magazines," report of a national study made by Alfred Politz Research for *Look* magazine.

In television-owning households, the *Look* study reveals, 51.8% of individuals read one or more magazines (of the nine studied), compared to 40.4% of individuals in non-tv homes.

The advantage of tv households holds true for both men and women. In tv homes, 46.6% of the men read one or more magazines, compared to 36.2% of the men in non-tv homes. For women, the magazine reader figures are 56.8% in tv homes, against 43.9% in homes without tv.

The *Look* study, comparing size and characteristics of *Collier's, Life, Look, Saturday Evening Post, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's* and *Woman's Home Companion*, was conducted under the confidential consultation facilities of the Advertising Research Foundation.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G'S APRIL TV BUYING 41% AHEAD OF SAME MONTH IN 1954

IN ONE year, Procter & Gamble has increased its monthly expenditure on network tv more than 41%, according to figures based on Publishers Information Bureau data.

In April of this year P & G spent a record amount on network tv—$2,807,563—compared to a network tv expenditure for April 1954 of $1,988,830. With its April network radio purchases added, the combined P & G figure comes to $3,657,280, nearly $100,000 more than March, about $500,000 over February and some $300,000 above January.

Once again, two-thirds of the top 10 network tv advertisers were spending more than $1 million per month on the network medium. The same advertisers which placed in the March over-$1-million category reappear in that exclusive bracket during the month of April.

On the combined basis, three network advertisers placed in the radio and tv top tens both last April and for the previous April. All three increased their combined expenditures: P & G by nearly 14.5%; Colgate-Palmolive over 10%, and Gillette by some 47%. More tv outlay by each firm was the principal factor boosting the budget.

In the April radio top 10, General Motors, Liggett & Myers Tobacco and National Dairy Products were among the new leaders, replacing General Foods, Sterling Drug and General Mills whose network radio expenditures during April of 1954 placed them in the top 10 grouping.

Only one spot in the tv top 10 changed, Lever Bros. replacing General Mills as the 10th ranking advertiser. Although appear-

TV ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING APRIL OF 1955 AND 1954 WITH JANUARY–APRIL TOTALS

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY-APRIL 1955, COMPARED TO 1954

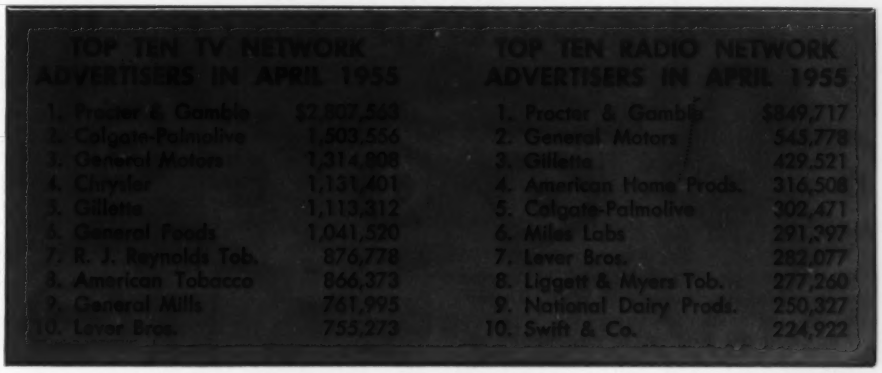
	April, '55	Jan.-April '55	April, '54	Jan.-April '54
Apparel, Footwear & Access.	$ 354,675	$ 1,358,043	$ 281,616	$ 1,330,469
Automotive, Auto. Access. & Equip.	3,387,048	13,856,129	2,330,968	8,968,071
Beer, Wine & Liquor	768,845	2,331,775	624,260	2,212,774
Bldg. Materials, Equip. & Supplies	159,243	397,355	181,825	515,348
Confectionery & Soft Drinks	632,406	3,035,701	607,935	2,572,430
Consumer Services	124,251	542,894	70,212	313,121
Drugs & Remedies	1,590,795	7,160,952	958,142	4,576,111
Food & Food Products	6,721,235	27,382,466	5,103,578	19,721,279
Gasoline, Lubricants & Other Fuels	440,729	1,560,001	265,098	1,170,982
Horticulture	35,422	43,903	11,669	11,669
Household Equipment & Supplies	2,286,400	10,731,512	2,083,090	8,815,772
Household Furnishings	383,915	1,088,429	498,471	1,797,843
Industrial Materials	667,947	2,516,585	477,906	2,044,281
Insurance	149,652	658,145	159,080	608,022
Jewelry, Optical Goods & Cameras	452,243	1,672,281	275,355	957,257
Office Equip., Stationery & Writing Supplies	474,755	2,166,746	432,592	1,505,668
Publishing & Media	75,063	294,625	9,468	58,793
Radio, Tv Sets, Phonographs, Musical Instruments & Access.	824,255	3,463,594	841,032	2,969,126
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,348,433	13,599,390	3,556,263	13,622,380
Soaps, Cleansers & Polishes	3,591,773	14,106,754	2,951,808	10,896,898
Sporting Goods & Toys	18,855	41,529	....	28,900
Toiletries & Toilet Goods	5,885,878	22,535,433	3,520,959	13,703,738
Travel, Resorts & Hotels	38,280	162,705	61,799	522,680
Miscellaneous	307,207	1,301,333	225,827	962,078
TOTAL	$32,719,305	$132,018,673	$25,528,953	$99,928,035

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING APRIL 1955

Knomark Manufacturing Co.	$ 65,032
Chrysler Corp.	1,131,401
Joseph Schlitz Brewing Co.	212,460
Johns-Manville Corp.	48,690
Coca-Cola Co.	273,532
Electric Co.'s Adv. Program	84,126
American Home Products	565,053
General Foods Corp.	1,041,520
Gulf Oil Corp.	193,995
Florist's Telegraph Delivery Assn.	16,269
General Electric Co.	429,979
Armstrong Cork Co.	147,525
Aluminum Co. of America	155,016
Prudential Ins. Co. of America	100,896
Eastman Kodak Co.	161,592
Hallmark Cards Inc.	143,130
Crowell-Collier Publishing Co.	42,588
Admiral Corp.	193,350
.....	.....
R. J. Reynolds Tobacco Co.	876,778
Procter & Gamble Co.	2,093,037
Outboard Marine & Mfg.	18,855
Gillette Co.	1,113,312
Pan American World Airways	38,280
Quaker Oats Co.	95,531

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of April 1955.



TOP TEN TV NETWORK ADVERTISERS IN APRIL 1955

1. Procter & Gamble	$2,807,563
2. Colgate-Palmolive	1,503,556
3. General Motors	1,314,808
4. Chrysler	1,131,401
5. Gillette	1,113,312
6. General Foods	1,041,520
7. R. J. Reynolds Tob.	876,778
8. American Tobacco	866,373
9. General Mills	761,995
10. Lever Bros.	755,273

TOP TEN RADIO NETWORK ADVERTISERS IN APRIL 1955

1. Procter & Gamble	$849,717
2. General Motors	545,778
3. Gillette	429,521
4. American Home Prods.	316,508
5. Colgate-Palmolive	302,471
6. Miles Labs	291,397
7. Lever Bros.	282,077
8. Liggett & Myers Tob.	277,260
9. National Dairy Prods.	250,327
10. Swift & Co.	224,922

ing as No. 7 among the radio leaders and No. 10 among tv advertisers, Lever Bros. spent more than $1 million for network radio-tv combined in April.

Of interest was the appearance of Chrysler Corp. as the tv network advertiser leading the automotive, auto equipment and accessories category. General Motors, which had topped Chrysler in the listing of leading 10 network tv advertisers, spent $948,258 in the automotive category with the remainder placed in the household equipment and supplies product group.

Network tv's gross billings hit $132,018,673 for the January-April period compared to $99,928,035 for the comparable months last year. In radio, gross billings stood at $42,163,923 compared to $51,643,527. On the April-to-April comparison, radio's monthly gross billings dropped more than $2 million, while tv picked up more than $7 million.

Strides were made in April in total time sales for nearly every tv network product group. The automotive category was up about $1 million, food and food products more than $1.5 million, household equipment and supplies were up, as were soaps, cleansers and polishes and toiletries and toilet goods. The latter product group jumped from more than $3.5 million in April 1954 to nearly $6 million in April 1955 with Gillette Co. ($1,113,312) the leading advertiser in that category. Smoking materials were off from the previous April in network tv but up in network radio. But every one of the million-dollar product categories in network radio were down according to the tabulation.

AM ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING APRIL OF 1955 AND 1954 WITH JANUARY–APRIL TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY-APRIL 1955, COMPARED TO 1954

	April '55	Jan.-April '55	April, '54	Jan.-April '54
Agriculture & Farming	$ 50,001	$ 181,661	$ 90,251	$ 357,799
Apparel, Footwear & Access.	....	44,668	67,661	263,843
Automotive, Auto. Equip. & Supplies	774,665	3,306,040	784,910	3,402,754
Beer, Wine & Liquor	166,886	468,991	334,714	944,783
Bldg. Materials, Equip. & Fixtures	....	15,369	112,786	571,275
Confectionery & Soft Drinks	138,907	686,256	185,467	896,272
Consumer Services	65,706	282,394	139,566	652,331
Drugs & Remedies	1,078,263	5,080,777	1,615,961	6,962,236
Food & Food Products	2,003,436	8,684,136	2,462,116	10,697,564
Freight, Industrial & Agricultural Development	16,151	404,894	....	....
Gasoline, Lubricants & Other Fuels	462,286	1,810,413	441,062	2,167,192
Horticulture	28,360	62,392	50,728	84,688
Household Equip. & Supplies	278,942	1,080,379	385,258	1,400,527
Household Furnishings	45,895	212,933	33,688	224,901
Industrial Materials	....	....	69,118	299,897
Insurance	313,016	1,289,288	198,483	781,856
Jewelry, Optical Goods & Cameras	123,826	653,770	161,431	511,076
Office Equip., Stationery & Writing Supplies	68,825	399,911	133,711	435,575
Political	7,998	7,998	....	....
Publishing & Media	91,613	648,824	60,388	241,092
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	108,460	458,366	182,992	768,597
Retail Stores & Direct by Mail	....	11,383	....	....
Smoking Materials	927,868	3,733,101	808,240	4,220,219
Soaps, Cleansers & Polishes	1,046,248	4,304,626	1,358,484	5,302,634
Sporting Goods & Toys	....	....	....	294
Toiletries & Toilet Goods	1,263,966	4,820,674	1,797,120	7,266,897
Travel, Resorts & Hotels	31,500	127,500	63,228	269,142
Miscellaneous	830,990	3,387,179	720,851	2,920,083
TOTAL	$9,923,808	$42,163,923	$12,258,214	$51,643,527

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING APRIL 1955

Allis-Chalmers Mfg. Co.	$ 43,480
.....	.....
General Motors Co.	476,874
Anheuser-Busch Inc.	79,376
.....	.....
William Wrigley Jr. Co.	110,832
American Tel. & Tel. Co.	62,611
Miles Labs	291,397
National Dairy Products Co.	250,327
Bekins Van & Storage Co.	9,021
Texas Co.	131,494
Ferry-Morse Seed Co.	28,360
Seeman Brothers Inc.	83,466
Burton-Dixie Corp.	39,860
.....	.....
Mutual Benefit Health & Acc.	89,040
Longines-Wittnauer Watch Co.	123,826
Minnesota Mining & Mfg. Co.	37,584
Abraham Lincoln National Republican Club	7,998
Crowell-Collier Publishing Co.	41,311
RCA	52,962
.....	.....
Liggett & Myers Tobacco Co.	277,260
Procter & Gamble Co.	601,734
.....	.....
Gillette Co.	429,521
State of Florida	31,500
American Federation of Labor	119,109

J. W. THOMPSON ELEVATES TOP OFFICERS

Stanley Resor elected board chairman, to be suceeded as president by Norman H. Strouse. Henry C. Flower Jr., Samuel W. Meek are elected vice chairmen of board.

ELEVATION of Stanley Resor to chairman of the board and election of Norman H. Strouse to succeed him as president of J. Walter Thompson Co. were announced Friday.

The elections, held at a meeting of the agency board Wednesday, were announced Friday. Also elected were Henry C. Flower Jr., vice president in charge of that office [B•T, June 27].

MR. RESOR

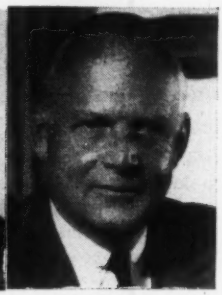
MR. STROUSE

with JWT since 1929, and Samuel W. Meek, with the agency since 1925, as vice chairmen of the board.

Mr. Strouse has been with the agency since 1929 when he joined its San Francisco office as an assistant and acting manager. In 1945, Mr. Strouse moved to JWT's Detroit office as a vice president, and eight years ago was named manager of that office. He also has been a director of the agency.

Active in various advertising affairs, Mr. Strouse served for several years on the board of governors of the San Francisco chapter of the Assn. of American Advertising Agencies and was president of the Advertising Golf Assn., San Francisco. He also is secretary-treasurer of the National Outdoor Advertising Bureau. He is vice president and a director of the Detroit United Foundation; vice president of the Detroit Central Business District Assn., and a member of the Detroit Economic Club, Detroit Sales Executives Club and the Junior Achievement Clubs of Southeast Michigan.

MR. MEEK



MR. FLOWER

K & E REVEALS PLANS FOR CHICAGO EXPANSION

THERE is no such thing as a "bad medium" for an advertiser but only the "effectual use" of media by agencies involved, Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt Inc., told over 200 media representatives in Chicago Thursday.

Mr. Brophy spoke along with other key K & E executives at a luncheon reception for network, station, representative and other media executives at the Ambassador East Hotel. Purpose of the luncheon was to announce the agency's expansion plans for Chicago and to introduce Walter Lawrence, newly-appointed vice president in charge of that office [B•T, June 27].

The appointment of Harry Sager, media-research director of Krupnick & Assoc., St. Louis, for the past six years, as new media chief for K & E in Chicago also was announced.

Media can be used effectively and successfully when it is utilized over an extended period of time, Mr. Brophy asserted. He blamed incompentent agencies for much of ineffective media utilization, claiming they do "more harm to you and me." He also scored arguments that "radio is no longer effective or that it is no longer a factor" and that tv is "too expensive."

William B. Lewis, K & E president, said the agency's goal is to become truly "national" with a limited number of accounts (30-35), and cited Kenyon & Eckhardt's stock option, retirement and other "incentive plans."

Its Chicago media plans were discussed by Joseph Braun, vice president and media director. K & E will expand its office force (now about 15) in a bid to accommodate new accounts with roots in the Midwest. The Chicago office now handles the Whirlpool account and services Lincoln-Mercury. It will handle others within the framework of media considerations and the clients' particular desires, he added.

Tv Top Choice

IN A SURVEY of the soft drink industry to see if there is a need and desire for a national advertising and promotional campaign, the answer was "yes" and tv was the top choice among media, according to *National Bottlers' Gazette*, which conducted the survey. Of 1,681 reports, approximately 23.7% voted for television, 13% for radio, 17.5% for consumer magazines, 20.7% for newspapers, 9% for retail trade papers, 10.6% for billboards and 5% for point-of-purchase sale. The soft drink industry is expecting to build up $1 million for the campaign.

LATEST RATINGS

VIDEODEX

TOP 10 SPOT TV PROGRAMS*
MAY 1-7, 1955

	Program	No. of Cities	% Tv Homes
1.	I Led Three Lives (Ziv)	137	21.5
2.	Liberace (Guild)	146	20.9
3.	Ellery Queen (TPA)	49	19.6
4.	Mayor of the Town (MCA-TV)	65	19.4
5.	Badge 714 (NBC Film)	143	18.7
6.	Passport to Danger (ABC Film)	42	18.4
7.	Eddie Cantor (Ziv)	121	18.2
8.	Wild Bill Hickok (Flamingo)	145	17.4
9.	Annie Oakley (CBS Film)	47	17.1
10.	Mr. District Attorney (Ziv)	103	16.5

Copyright 1955, Videodex Inc.

* Appearing in a minimum of 20 markets.

ARB

Top 10 Tv Programs June 4-10

		Rating
1.	I Love Lucy (CBS)	45.0
2.	Jackie Gleason (CBS)	44.2
3.	You Bet Your Life (NBC)	42.9
4.	I've Got a Secret (CBS)	38.1
5.	Two For The Money (CBS)	37.8
6.	This Is Your Life (NBC)	37.2
7.	Toast Of The Town (CBS)	35.8
8.	Disneyland (ABC)	35.5
9.	Cavalcade of Sports (NBC)	34.2
10.	Ford Theatre (NBC)	33.8

		Viewers 000
1.	Jackie Gleason (CBS)	42,030
2.	I Love Lucy (CBS)	41,100
3.	You Bet Your Life (NBC)	35,930
4.	Disneyland (ABC)	35,270
5.	Toast Of The Town (CBS)	34,360
6.	Comedy Hour (NBC)	32,840
7.	I've Got a Secret (CBS)	31,910
8.	Two For The Money (CBS)	30,500
9.	Dragnet (NBC)	30,300
10.	Your Hit Parade (NBC)	29,670

Copyright 1955, American Research Bureau

PULSE

Top 20 Regularly Scheduled Once a Wek Tv Shows

	Rating May	Apr.
Toast of the Town (CBS)	40.5	41.2
Groucho Marx (NBC)	38.4	40.5
Dragnet (NBC)	38.3	40.4
I Love Lucy (CBS)	35.8	38.7
Stage Show (CBS)	33.7	
Jack Benny (CBS)	32.6	35.0
This Is Your Life (NBC)	31.0	32.4
Milton Berle (NBC)	30.6	33.7
Lux Video Theatre (NBC)	28.4	
December Bride (CBS)	28.1	29.6
Life of Riley (NBC)	27.8	
Ford Theatre (NBC)	27.4	29.5
Two for the Money (CBS)	27.3	31.5
Disneyland (ABC)	27.1	32.3
G. E. Theatre (CBS)	27.0	
Desert Song (NBC)	26.8	
What's My Line? (CBS)	26.6	
Burns & Allen (CBS)	26.5	28.0
Godfrey's Talent Scouts (CBS)	26.4	28.8
Producer's Showcase (NBC)	26.4	29.8

Top 10 Regularly Scheduled Multi-Weekly Tv Shows

	Rating May	Apr.
Perry Como (CBS)	15.4	15.4
Howdy Doody (NBC)	14.0	16.1
News Caravan (NBC)	13.2	15.1
Search for Tomorrow (CBS)	12.9	14.4
Pinky Lee (NBC)	12.6	14.2
Dinah Shore (NBC)	12.5	15.3
Guiding Light (CBS)	12.5	13.6
Eddie Fisher (NBC)	12.2	14.6
Arthur Godfrey (CBS)	12.0	
CBS News (CBS)	12.0	13.4

W. E. Long Co. Becomes Co-op Independent Bakers Ad Assn.

FACILITIES of the W. E. Long Co., Chicago advertising and management consultant service for various baking institutions, have been purchased by its clients and will be operated as a cooperative association of independent bakers effective Jan. 1, 1956.

Gerald L. Williams, Williams Baking Co., Scranton, Pa., has been elected president of the co-op. E. E. Hanson currently is president of W. E. Long Co. Present management and executives of the Long agency, including Ed C. Fritz as radio-tv director and David Hayes, will be retained to direct operation of the association. No personnel changes are contemplated.

Decision to form a cooperative was made at the 41st general managers conference of nearly 150 leading bakers in Chicago last week.

Sterling Drug Elects Hiebert

J. MARK HIEBERT, executive vice president and a director of Sterling Drug Inc., has been elected president of the company, succeeding James Hill Jr., board chairman and retiring president. Mr. Hill, who became president in 1941 and board chairman in 1949 upon the death of Edward S. Rogers, continues as both chairman and chief executive officer of Sterling Drug.

Radio in Baltimore is

BIG!

The only way to reach every family in the Baltimore Trading Area is by radio. Radio offers 98.6% penetration of the whole Baltimore metropolitan area. No other advertising medium offers anything like this penetration. The only way to get your message to everybody is radio! Yes!—

Radio in Baltimore is

BIG!

And the big bargain buy in Baltimore radio is W-I-T-H. Top Nielsen circulation in the home county goes to W-I-T-H. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. Ask your Forjoe man for the whole story!

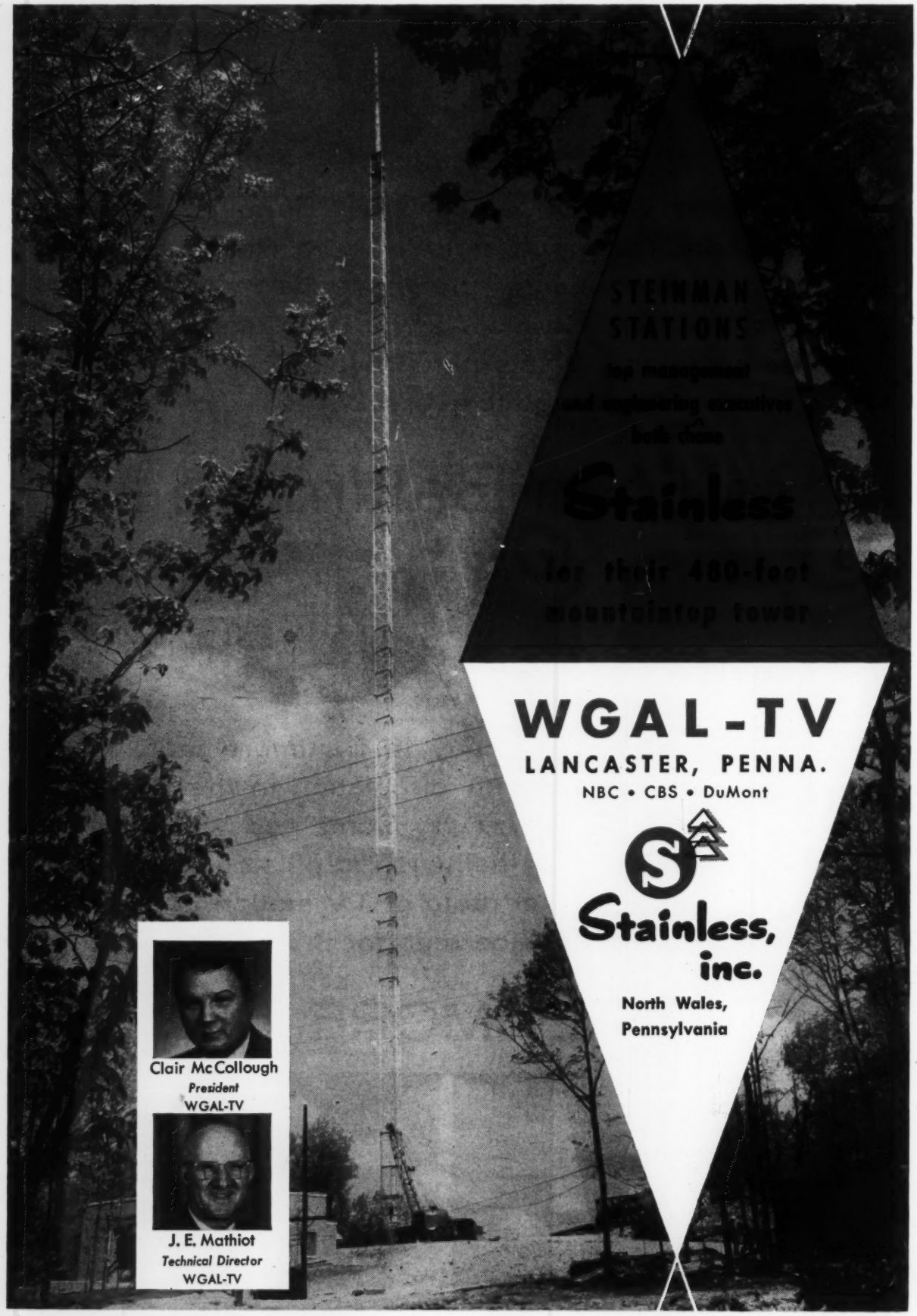
IN BALTIMORE BUY

WITH

Tom Tinsley, President

R. C. Embry, Vice President

National Representatives: Forjoe & Co.


STEINMAN STATIONS
top management
and engineering executives
both chose
Stainless
for their 480-foot
mountaintop tower
WGAL-TV
LANCASTER, PENNA.
NBC • CBS • DuMont
Stainless, inc.
North Wales, Pennsylvania
Clair McCollough
President
WGAL-TV
J. E. Mathiot
Technical Director
WGAL-TV

TV ANNUAL VOLUME AT $841 MILLION

Oliver Treyz, TvB president, says national advertisers are putting more money into tv than into any other medium.

NATIONAL advertisers are now for the first time putting more money into television than into any other advertising medium, President Oliver Treyz of the Television Bureau of Advertising asserted last week. He said they are now investing in tv at an annual rate of $841 million, "a record expenditure in any medium."

This figure represented expenditures for both time and talent in both network and national spot television. It did not include local tv advertising, but TvB officials supplied an estimate in that category to complete the breakdown between network, spot and local business (time and talent) as follows, showing the annual rate at which investments currently are being made:

Network	$588,000,000
National Spot	253,000,000
Local	250,000,000

This would mean that advertisers will put a total of $1,091,000,000 into television time, talent and production during 1955, assuming their expenditures continue at the pace achieved in the first four months of this year.

Mr. Treyz cited Publishers Information Bureau data as showing that national advertisers boosted their network billings for the Jan.-April period of 1955 by 33% over their total for the same period of 1954. Expenditures in spot television also are up one-third, he said.

TvB also noted that the Bureau of Advertising, American Newspaper Publishers Assn., has estimated that national advertisers currently are spending at an annual rate of $650 million for newspaper space. Even adding $50 million for their newspaper advertising production costs, TvB pointed out that the $700 million total still would be substantially below the annual rate of their expenditures in network ($588 million) and national spot ($253 million).

"In one year," Mr. Treyz said, "television has leaped from the third to the first medium in national advertising expenditures. As the fastest growing and now the biggest medium for national advertisers, television is becoming more and more important in sustaining the dynamic growth of our economy."

'55 Tv Spending of $1 Billion Expected by Standard & Poor

TELEVISION advertising expenditures could reach $1 billion this year and the decline in radio billings seems to be leveling off, according to the Standard & Poor analysis for June 23. Total advertising expenditures for the year "are projected at approximately $8.7 billion and could possibly reach $9 billion in a strong general economy," S & P states, noting that this would be the ninth consecutive record year, up from $8.15 billion in 1954.

Overall, the first four months of 1955 saw advertising expenditures 11% ahead of those for the like period of 1954, with all major media showing gains except network radio, which declined 17%. The gain for network tv was 34%, for newspaper 14%, the analysis reports.

"Television advertising outlays in 1955 could exceed $1 billion, as compared with approximately $810 million in 1954," S & P predicts. "Tv is rapidly approaching the point where it will become the second largest advertising media . . . the three major networks are steadily expanding the number of their outlets and the amount of sponsored time, thus materially increasing the profit potential.

"A major beneficiary of these favorable developments has been CBS; it is expected to realize sharply higher 1955 earnings and dividends on the recently-split stock may again be liberalized," S & P points out.

MacManus, John & Adams Opens New Office in Miami

MIAMI OFFICE of MacManus, John & Adams Inc., Bloomfield Hills, Mich., agency was opened last Friday in the Alfred I. DuPont Bldg., James R. Adams, president, announced [B•T, June 27]. Kenyon Lee, vice president who has been with the agency 10 years, is in charge. He has been associated with the Dow Chemical account. He formerly was with WQAM Miami.

MR. LEE

Mr. Adams said the Miami office "will enable us to better serve our present clients . . . and provide a selective type of advertising counsel" for other Florida firms. The agency accounts to be serviced from the new office include Cadillac and Pontiac divs. of General Motors Corp., Champion Spark Plug Co., Dow Chemical, Bendix Aviation Corp. and Ferry-Morse Seed Co.

Doeskin Switch to Radio Stressed in Peale Renewal

CITING its switch from tv to radio as successful, Doeskin Products Inc. said last week it will renew its option on the daily Norman Vincent Peale program on NBC Radio (Mon.-Fri., 10:05-10:15 a.m. EDT) which it has sponsored since April 4. The program takes a 13-week summer break, starting today (Monday) and resumes Oct. 3.

Emanuel Katz, president of Doeskin, said the company's "switch in advertising from television to radio and our unusual purchase of the Dr. Peale program early this spring was a calculated step which has proved extremely successful."

The show, featuring the Protestant minister, is on 201 stations. The program is to be continued sustaining through the summer period with Dr. Peale recording programs while on a European tour. Grey Adv. is Doeskin's agency.

Swift Off 'Breakfast Club'

SWIFT & Co. will pull its various products off ABC Radio's *Breakfast Club* table July 29 after over 14 years association with the early-morning Don McNeill stanza (8-9 a.m.). The surprising notice of Swift's intent to cancel its daily 8:15-8:45 segment went out to ABC Central Div. last Monday, it was learned. The meat packer started sponsoring the *Breakfast Club* in February 1941 and was the anchor sponsor of the show. Swift agencies are J. Walter Thompson Co. and McCann-Erickson Inc., Chicago.

Ford Details Contents, Stars Of 90-Minute 'Star Jubilee'

DETAILS of contents and featured personalities of *Ford Star Jubilee*, once-a-month, hour-and-a-half tv program to be sponsored by the Ford Div., Ford Motor Co., over CBS-TV, starting Sept. 24 [B•T, June 20], were announced last week by L. W. Smead general sales manager of Ford Div. J. Walter Thompson Co. is the agency.

The series, consisting of 10 productions, will be telecast on Saturday at 9:30-11 p.m. EDT. Among the stars who will appear on *Ford Star Jubilee* are Bing Crosby, who will be featured on two programs, and Noel Coward and Mary Martin, who will give a "two man" performance based on theatrical successes in which they have appeared. Mr. Coward also will produce and star in his *Blithe Spirit* and the American premiere of *Peace in Our Time*.

Theatrical producer Paul Gregory will produce two of the Ford shows, one of which will be *The Big Banjo*, a musical salute to America's minstrels, with an all-star cast. Other productions in the series have not been set.

D'Arcy's Oberwinder Retires; Orthwein Elected as Successsor

J. FERD. OBERWINDER, president of D'Arcy Adv., St. Louis and New York, for the past 10 years, announced his retirement last week. He has been a member of the firm for 43 years.

Percy J. Orthwein, with the agency since 1926 and executive committee chairman since 1951, was elected to succeed Mr. Oberwinder as president. Robert M. Ganger was re-elected chairman of the board. He has been with the agency since 1953.

In a farewell message to the stockholders, Mr. Oberwinder said, "It has been stimulating indeed to see this nucleus grow from an annual sales volume of some $600,000 to its present volume in excess of $50,000,000; and from that meager start in St. Louis to a nationwide organization with offices in St. Louis, New York, Chicago, Cleveland, Los Angeles, Atlanta, Dallas, Houston, Toronto, Mexico City, and Havana."

Simplicity Switches to Tv

SIMPLICITY PATTERNS, New York, last week signed a three-year agreement with NBC-TV for $250,000 per year, effective in the fall, for participations on *Today*, *Home* and *Tonight*. Significant aside from the exceptionally long-term firm tv contract is the fact that the advertising budget for Simplicity was switched from women's magazines into television. Agency is Grey Adv., New York.

One-Third Non-Tv Families See Tv Regularly, Whan Says

OVER one-third of non-tv families see tv programs regularly outside their homes, according to an analysis of the Topeka, Kan., audience by Dr. F. L. Whan, of the Kansas State College Committee on Radio-Tv Policy. Based on nearly 2,000 cases, the study probed viewing habits in a 20-county area.

The survey showed 38.6% of non-tv families see tv regularly in other places, with 16.3% of tv families looking at programs outside their homes. The non-tv families see their programs at a neighbor's home in 55.1% of cases, and at a relative's home 35.6% of the time. Other places of viewing include store or downtown,

2.9%, tavern or bar 1.3%, at business or work 0.3%.

Dr. Whan found that total viewing hours per average weekday amounted to 5.48 hours for women, 3.65 for men, 3.52 for teenagers and 4.20 for children. In all cases, hours of farm viewing ran ahead of village and urban viewing.

On the average weekday, family viewing totaled 5.4 quarter-hours in morning, 7.7 in afternoon and 14 in evening. Saturday totals were 3.5 quarter-hours in morning, 8.7 in afternoon and 16.7 in evening. Sunday totals were 2.6 quarter-hours in morning, 10.4 in afternoon and 13.9 in evening.

ADVERTISING RESEARCH EXPOUNDED AT SEMINAR

Assn. of National Advertisers issues report on seminar at which over 100 representatives were told a new era of advertising measurements is at hand.

ASSN. of National Advertisers last week issued a report on an all-day seminar June 10 at which more than 100 representatives of member companies heard presentations from various executives on the ways advertising research can contribute to better management of the advertising function.

Henry Schachte, advertising vice president, Lever Bros., told the meeting "there are indications that we are about to break into a new era where advertising measurements will be done on a broader scale, so that they can be better oriented into the job of marketing." The five elements listed by Mr. Schachte as "going into the marketing cycle of any product" were "right product, right price, right package, available and wanted."

In a presentation on "How to Use Research in the Creation of Effective Advertising," Alfred Politz, president, Alfred Politz Research Inc., indicated that "research contributes when we consider ourselves the ally of management, the ally of the creative copywriter, the ally of the salesman and help them in the development of ideas." He challenged the notion that the creative aspects of research can be separated from the analytical.

Paul Gerhold, vice president, media and research, Foote, Cone & Belding, presented a number of specific findings based on various types of performance research, which he defined as "research that is based on measuring what advertising does." He warned that research based on consumer judgment or opinion has "very serious limitations" because people "basically can't predict what they're going to do." He acknowledged that performance tests are not perfect, but said they "ought to have a great deal more predictive value than tests which simply get people's opinions about the quality of an advertisement."

Darrell B. Lucas, chairman, department of marketing, New York U., and technical director, Advertising Research Foundation, offered the following "directional signals" for advertising research:

"Pick the key men for your research staff from professionally trained research men. . . . Keep forever at the job of analyzing sales results in relations to advertising. . . . Keep at the process of systematically and scientifically, if possible, devising a method of determining the advertising appropriations. . . . Keep some time free for exploratory research. . . . Be skeptical but don't be suspicious. . . . Keep sharp by keeping a hand in the field work."

Export Advertising Volume Rising Rapidly, Survey Shows

RESULTS of the sixth annual survey by the International Advertising Assn., New York, announced last Thursday, showed that U. S. companies' international advertising in 1954, exceeded "by a considerable margin" the $280 million expended for international advertising in 1953. An IAA spokesman set the 1954 figure at upwards of $300 million.

Of those companies responding to the survey, 95% said their export advertising volume in 1954 was greater than or equal to 1953; 94% of those doing advertising for branches and subsidiaries said this volume in 1954 was equal to or greater than the amount spent in 1953.

Export advertising volume in 1955 will equal or exceed 1954, it was predicted by 90% of the executives in companies advertising internationally. Among companies with branches and subsidiaries advertising overseas, 97% expect their branches' 1955 advertising volume to equal or exceed last year's.

Grey to Get Lee Account

GREY Adv. last week acquired the H. D. Lee Co., Kansas City, account. Lee Co. has an advertising budget of approximately $500,000 for its Lee clothes for work and play. The account will move to Grey from Gardner Adv. next Jan. 1.

GE Adds 18 Outlets

GENERAL ELECTRIC Co. has added 18 stations to its lineup for *The General Electric Theatre* (CBS-TV, Sun., 9-9:30 p.m. EDT), raising to 146 the number of outlets now carrying program. Summer series of 13 repeat shows began on June 26. Agency is BBDO, N. Y.

AGENCY PEOPLE

N. R. Lorman, merchandising and sales promotion director, Product Services Inc., N. Y., appointed vice president and plans board member; Ruth Davis, Norton & Condon (public relations), N. Y., to Product Services as publicity director.

Sherm Wright, radio-tv director, Bowman & Clark Inc., Buffalo, N. Y., appointed vice president in charge of radio-tv, William A. Melrod Adv. Agency, same city.

MR. WRIGHT

Harry A. Lee, president, Philippine Adv. Assoc., Manila, to J. Walter Thompson Co., N. Y., as vice president and Pacific area manager in San Francisco.

Arthur E. Trask, account executive, Dan B. Miner Co., L. A., elected vice president.

James K. Maloney, art director, Lennen & Newell, N. Y., appointed vice president.

Ray M. Schoenfeld, media buyer, Krupnick & Assoc., St. Louis, appointed media manager, succeeding **Harry N. Sager,** media director, who moves to Kenyon & Eckhardt, Chicago, in media capacity; **Nellene C. Zeis,** research assistant, named market research manager.

Horace D. Nalle, account supervisor, Geare-Marston, Phila., named vice president.

John R. Sheehan, radio-tv director, Cunningham & Walsh, N. Y., appointed vice president.

Arthur R. Ross appointed eastern manager, tv-radio dept., Campbell-Ewald Co., N. Y.

William J. Stenson, formerly timebuyer, Weiss & Geller, Chicago, to Campbell-Mithun Inc., same city, as chief radio-tv timebuyer.

AGENCY APPOINTMENTS

Reed Products Co. (tablets), St. Louis, and **Wisconsin Malting Co.** appoint Charles O. Puffer Co., Chicago. Reed has been using radio.

Gold Seal Div., Congoleum-Nairn (smooth surface floor and wall covering), Kearney, N. J., has appointed Dancer-Fitzgerald-Sample, N. Y.

Food Div., G. F. Heublein & Bro. (A-1 sauce, other food products), N. Y., names Bryan Houston Inc., N. Y.

Armour & Co., Chicago, appoints Tatham-Laird Inc., same city, to handle advertising for canned meat products.

Rhodes Pharmacal Co., Cleveland, appoints Carlos Franco Assoc., N. Y., as marketing and research consultants for all products.

NETWORK NEW BUSINESS

Crosley and **Bendix Home Appliances Divs.,** Avco Mfg. Corp., Cincinnati, will spend $500,000 in advertising and sales promotion, including commercials on CBS-TV *Douglas Edwards & the News,* during July and August, to introduce new Crosley Shelvador refrigerator. Agency for network show: Earle Ludgin & Co., Chicago.

Procter & Gamble Co., Cincinnati, signs for segments of new series, *It Pays to Be Married* on NBC-TV (Mon.-Fri., 3:30-4 p.m. EDT) effective July 4. Program replaces *The Greatest Gift* (3:30-3:45 p.m.) and *Concerning Miss Marlowe* (3:45-4 p.m.). Agency: Benton & Bowles, N. Y.

Toni Div., Gillette Co., Chicago, will sponsor *Dollar a Second* for eight weeks on NBC-TV (Tues., 9:30-10 p.m. EDT) starting tomorrow (Tues.). Program will return to ABC-TV in fall. Agency: Weiss & Geller, Chicago.

American Chicle Co. (gum), Long Island City, N. Y., and **International Cellucotton Products Co.** (Kleenex), Chicago, to sponsor on alternate weeks *Summer Theatre,* re-runs of outstanding tv film dramas of past season, on NBC-TV starting tomorrow (Tues.) 9-9:30 p.m. EDT and ending Aug. 23. Agencies: Ted Bates Co., N. Y., for American Chicle; Foote, Cone & Belding, N. Y., for International Cellucotton.

General Foods Corp., White Plains, N. Y., to sponsor Ray Milland show on CBS-TV (Thurs., 8-8:30 p.m. EDT) when it moves to new time slot, Fri., 9:30-10 p.m. EDT, effective July 8 through Sept. 30, replacing *Our Miss Brooks* for summer season. Agency: Young & Rubicam, N. Y.

Warner-Lambert Co., N. Y., will sponsor five programs of NBC-TV Robert Montgomery summer show (Mon., 9:30-10:30 p.m. EDT) on July 4 and 18, Aug. 1, 15 and 29. Agency: Kenyon & Eckhardt, N. Y.

NETWORK RENEWALS

Coca-Cola Co., N. Y., renews *Coke Time* on MBS (Tues.-Thurs., 7:45-8 p.m. EDT), starting July 5. Agency: D'Arcy Adv., N. Y.

ANNOUNCEMENT

It is with deep regret that the Hawley Broadcasting Company announces the discontinuance of its television service on WEEU-TV, Channel 33, in Reading, Pa. Telecasting ceased after the completion of regular programming on Thursday, June 30, 1955.

The decision to cease operations was reached only after serious, careful, and long deliberation. The Hawley Broadcasting Company has operated an Ultra High Frequency television station for over two years, having commenced telecasting in April of 1953.

It has been the goal of the Hawley Broadcasting Company, since its original enrty into television, to provide a community service to the residents of Reading and Berks County. This service was augmented by bringing to the viewers of this area the top nationally-known programs of both the NBC and ABC television networks. It has been our sincere feeling that an opportunity for local participation in the new mass communications media should be available in a city and county as large as Reading and Berks.

However, due to the tremendous operating costs involved in maintaining an efficient television service in our community, coupled with apathy on the part of national and network advertisers to support the Channel 33 development, suspension of operations has become necessary. It is not the desire nor intent of the Hawley Broadcasting Company to lay the blame for this unfortunate situation on the doorstep of any individual or group. The problems facing operators of Ultra High Frequency television stations across the nation are varied and complex. The competitive factors involving viewing habits and lack of equal opportunity to be on every television dial are only part of the story. The electronic curtain has been drawn, and WEEU-TV, Reading, Pennsylvania, now joins the long list of Ultra High Frequency television stations across the nation that have found it necessary to withdraw from operations because of the economic instability that is plaguing UHF broadcasting.

The Hawley Broadcasting Company has requested permission from the Federal Communications Commission to cease all television operations for a period of six months. During this period, a careful study and analysis of the situation will be made. If it is at all possible to resume operations at a later date in television broadcasting on a more sound and stable basis, this will be done.

The suspension of television operations in no way affects the operation of WEEU Radio which will continue to serve you as it has over the years.

May we at this time express our sincere thanks and appreciation to all of the advertisers, locally, nationally, and on the networks, who supported our efforts during our more than two years operation. Our expression of gratitude is also extended to all the many civic, cultural, educational, religious, medical, governmental, social, and entertainment groups who assisted us materially, and in nearly all cases without remuneration, to help make our Channel 33 operation a community station operated in the interest of the people of Reading and Berks County.

Hawley Broadcasting Company

PAUL COATES'
CONFIDENTIAL FILE

SOLD TO BARDAHL

ON THE VITAPIX STATION LINE-UP
PLUS NEW YORK AND MANY OTHER MARKETS

COAST-TO-COAST • EVERY OTHER WEEK • STARTING IN SEPTEMBER

HURRY! ACT NOW!
ALTERNATE WEEKS IN MOST MARKETS STILL AVAILABLE

All These Guild Shows . . .

READY NOW FOR REGIONAL AND NATIONAL SPONSORS

CONFIDENTIAL FILE

Paul Coates' crusading behind-the-scenes report on America . . . with candid closeups of its people and problems. A new and exciting concept in the presentation of dramatized journalism. It's the show all America will soon be talking about.

THE GOLDBERGS

On their 25th anniversary The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life . . . with new friends, a new home, and fresh new adventures. Now, all America will love Molly, (the country's greatest saleswoman, too!) more than ever.

GUILD FILMS

460 PARK AVENUE • NEW YORK 22, N.Y. IN CANADA: S. W. CALDWELL, LTD., TORONTO
MUrray Hill 8-5365

It's Here! A National and Regional Spot Plan That Combines Program and Time in a Single Package!

VITAPIX PROVIDES THE TIME... AND GUILD PROVIDES THE PROGRAMS

I SPY starring RAYMOND MASSEY

Distinguished actor, Raymond Massey, brings you the true and exciting stories behind history's most famous spies. I SPY sets a new trend for impact in mystery, intrigue and adventure.

INA RAY HUTTON SHOW

The first truly original musical personality to come along in years... and GUILD has surrounded this vivacious bundle of talent with top guest stars. A show that literally sparkles with glamour and gaiety ... music and mirth. Nothing like it on TV!

THE VITAPIX STATIONS

KGNC-TV	Amarillo, Texas	KTLA-TV	Los Angeles, Cal.
WSB-TV	Atlanta, Georgia	KDUB-TV	Lubbock, Texas
WRDW-TV	Augusta, Georgia	WMCT	Memphis, Tenn.
WMAR-TV	Baltimore, Md.	KSTP-TV	Minneapolis, Minn.
WABT	Birmingham, Ala.	WSM-TV	Nashville, Tenn.
WBZ-TV	Boston, Mass.	WNHC-TV	New Haven, Conn.
WGR-TV	Buffalo, N. Y.	WDSU-TV	New Orleans, La.
WMT-TV	Cedar Rapids, Ia.	WTAR-TV	Norfolk, Va.
WBTV	Charlotte, N. C.	WKY-TV	Oklahoma City, Okla.
WGN-TV	Chicago, Ill.	WOW-TV	Omaha, Neb.
WKRC-TV	Cincinnati, Ohio	KPHO-TV	Phoenix, Ariz.
WXEL-TV	Cleveland, Ohio	WPTZ	Philadelphia, Pa.
WDAK-TV	Columbus, Ga.	KDKA-TV	Pittsburgh, Pa.
WBNS-TV	Columbus, Ohio	WGAN-TV	Portland, Maine
WHIO-TV	Dayton, Ohio	KOIN-TV	Portland, Ore.
KLZ-TV	Denver, Colo.	WJAR-TV	Providence, R. I.
WWJ-TV	Detroit, Mich.	WSLS-TV	Roanoke, Va.
WGBS-TV	Ft. Lauderdale, Fla.	WHAM-TV	Rochester, N. Y.
KFJZ-TV	Ft. Worth, Tex.	WHBF-TV	Rock Island, Ill.
WMBV-TV	Marinette-Green Bay, Wis	KWK-TV	St. Louis, Mo.
WFMY-TV	Greensboro, N.C.	KSL-TV	Salt Lake City, Utah
WFBC-TV	Greenville, S. C.	WOAI-TV	San Antonio, Tex.
KPRC-TV	Houston, Texas	KRON-TV	San Francisco, Cal.
KTVH	Hutchinson, Kan.	KING-TV	Seattle, Wash.
WFBM-TV	Indianapolis, Ind.	WHEN-TV	Syracuse, N. Y.
WKZO-TV	Kalamazoo, Mich.	WSPD-TV	Toledo, Ohio
KCMO-TV	Kansas City, Mo.	KVOO-TV	Tulsa, Okla.
WGAL-TV	Lancaster, Pa.	KWFT-TV	Wichita Falls, Tex.
KOLN-TV	Lincoln, Neb.	WILK-TV	Wilkes Barre, Pa.

VITAPIX provides *desirable time periods* in all markets selected ... on stations with *proved audience leadership*. Single billing ... single proof of performance ... maximum flexibility. To see how VITAPIX-GUILD coordinated facilities can serve you — contact GUILD FILMS today!

VITAPIX CORPORATION

460 PARK AVENUE • NEW YORK 22, N.Y. • MUrray Hill 8-5365

NBC-TV GETS BRITISH FILM AS SPECTACULAR

'The Magic Box,' J. Arthur Rank production, acquired from National Telefilm Assoc. for reported price of $75,000.

NATIONAL TELEFILM Assoc., New York, announced last week that NBC-TV has acquired rights to J. Arthur Rank's production, "The Magic Box," for presentation as a 1½-hour color 'spectacular' on a date still undetermined. The price paid by NBC-TV to NTA was reported to be $75,000.

The motion picture originally was acquired by NTA as part of its "Fabulous Forty" films produced in Great Britain. Along with the 39 other films, "The Magic Box" was placed in syndication by NTA and sold to 18 stations, including WCBS-TV New York. To effect the agreement with NBC-TV, NTA accordingly had to obtain releases from each of the 18 stations —including the CBS-owned outlet.

The releases were granted, Ely Landau, NTA president, said because of "the sincere desire of each of the stations to help build prestige for feature films shown on tv in this country. It has only been during the past several months that top-grade feature films have been made available by their producers for showing on tv, and these stations recognized that the showcasing of a feature film on so important a program as an NBC-TV 'spectacular' would in the long run, benefit them all."

In obtaining rights to "The Magic Box," NBC-TV contracted for the showing on a color 'spectacular,' as well as an option for a re-run. The network originally had planned to schedule the feature film on its *Producer's Showcase* program on July 25 (8-9:30 p.m. EDT), but late last weekend altered its plan.

NTA reported that as a sidelight to this transaction, Technicolor Ltd., London, is making up prints of the film, utilizing a new laboratory process. It is said to be that organization's first opportunity in the U. S. to demonstrate the quality of its work for tv.

Featured in "The Magic Box" are 60 of Britain's outstanding film personalities, including Robert Donat, Laurence Olivier, Peter Ustinov, Leo Genn, Michael Redgrave, Glynis Johns, among others. The screen play was by Eric Ambler and direction by John Boulting.

Six Buy Film Episodes For Summer Replacements

SIX national advertisers have purchased, as summer replacements of network shows, 35 out of the 52 half-hour filmed episodes available of *Herald Playhouse*, dramatic series formerly titled *Schlitz Playhouse of Stars*, Don L. Kearney, vice president in charge of sales, ABC film syndication, announced last week.

Sales included: Pet Milk Co., through Gardner Adv., both St. Louis, and S. C. Johnson & Son, Racine, Wis., through Needham, Louis & Brorby, Chicago, alternate-week sponsorship on CBS-TV, Tuesdays, 9:30-10 p.m. EDT, started June 21; Maytag Co., Newton, Iowa, through McCann-Erickson, Chicago, and W. A. Sheaffer Pen Co., Fort Madison, Iowa, through Russel M. Seeds, Chicago, alternate-week sponsorship on CBS-TV, Tuesdays, 8-8:30 p.m. EDT, starting July 12; American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, both New York, sponsorship on ABC-TV, Wednesdays, 8:30-9 p.m. EDT, effective July 20, and Eastman Kodak Co., through J. Walter Thompson, both New York, sponsorship on NBC-TV, Wednesdays, 8-8:30 p.m. EDT, starting July 13.

Patric Rastall, midwest sales representative, handled the Pet Milk, Johnson, Maytag and Sheaffer Sales; Nat V. Donato, newly appointed eastern sales manager [B•T, June 27], handled the American and Eastman sales.

$1.45 Million in Sales Listed For Three Official Shows

OFFICIAL FILMS Inc., New York, reported last week that sales on its latest three properties alone have accounted for more than $1,450,000 over the past two months. The figure includes sales on *My Little Margie* ($750,000), *Trouble With Father* ($300,000) and *Dateline Europe*, which also is syndicated under title of *Overseas Adventure* ($400,000).

Herb Jaffe, Official's vice president in charge of sales, noted that the figure is exclusive of the company's other revenue-yielding properties —*The Star and the Story* and *Secret File, U.S.A.*

Mr. Jaffe added that Official has completed an overseas sale for an estimated $100,000, under which *The Scarlet Pimpernel* will be carried on the commercial channels in London, Birmingham and Manchester. Starting date in London is September and in the other two cities, the first of January.

Gannaway, Ver Halen Form New Film Production Firm

TV and motion picture production company of Gannaway-Ver Halen Inc. has been created by the partnership of Al Gannaway, who produced 43 half-hour *Grand Ole Opry* tv films, and Charles Ver Halen.

Pilot reels for two tv series, *Young Sheriff* and *Tramp Steamer*, are now being offered. GPI will distribute Gannaway-Ver Halen's tv and radio properties. Plans are being formulated to record "Hired Guns," a motion picture feature being readied for shooting, as a radio series.

Tom Hubbard, story supervisor, will write, direct and act for the new production firm. Production supervisor and associate producer will be Robert Vreeland and supervising editor will be Leon Barsha.

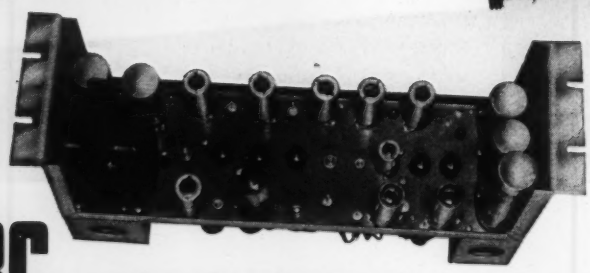
Screen Gems Names Cron

APPOINTMENT of John B. Cron as director of the newly-established European sales division of Screen Gems was announced last week by Ralph M. Cohn, vice president and general manager. Mr. Cron also will serve as general manager of Screen Gems of Great Britain Ltd. He will open an office in London within 60 days.

MR. CRON

Mr. Cron was national sales manager of the NBC Film Division from 1948 until early this year.

TV "SIGNAL INSURANCE" FOR MONOCHROME AND COLOR!



TARC STABILIZING AMPLIFIER

Only 5¼" high, yet TARC has packed a long list of functions into this Stabilizing Amp for both monochrome and color. Clamps NTSC color video . . . removes switching transients and power hum . . . keeps sync and video outputs constant . . . removes noise and overshoots . . . adjusts pix to sync ratio . . . mixes sync and non-composite video. Here is another successful development out of TARC's depth of experience in the designing of multi-function video equipment.

Write for detailed spec sheet.

SPECIFICATIONS
Model SA 7410

Power: AC in 117 V at 65 watts; DC in 285 V at 170 Ma

Inputs: Negative signals and high imp. Comp. video .25 V to 1.5 V p.p. (15% sync min.); Or video .2 V to 1.5 V p.p.; Sync 2 V to 4 V p.p.

Outputs: Line video or comp. video 1.5 V at 75 ohms imp. Monitor video or comp. video 1.5 V term. in 75 ohms. Sync 4 V term. into 75 ohms.

Clipping level: Adjustable from no clipping to clipping black video.

TARC ELECTRONICS

TARC ELECTRONICS INC. • 42 URBAN AVE. • WESTBURY, N. Y.

Whose electric bills will he have to pay?

Is this youngster going to grow up to help pay a lot of other people's electric bills—just as you do today?

You're actually helping to pay the bills of 4 million businesses and homes that get subsidized electricity from federal government power projects.

Government-subsidized electricity is sold to customers for less than it costs. Who pays the difference? All taxpayers, including you.

If the groups that want the government to build more and more electric power projects have their way, your children some day may have to help pay many more millions of other people's electric bills.

Isn't that another good reason for opposing any more unnecessary federal government power projects?

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

**Names on request from this magazine*

FILM

Associated Artists Appoints Hoffman, Craig to Branches

ROBERT HOFFMAN has been appointed midwest division manager and James Paul Craig southeastern division manager of the Tv Div. of Associated Artists Productions, New York, it was announced last week by W. Robert Rich, general sales manager of the Tv Div.

Mr. Hoffman has resigned as midwest manager of Television Programs of America to assume his new post with AAP, with headquarters in Chicago. He previously had been in executive capacities with MCA, NBC and Ziv. Mr. Craig, who will make his headquarters in Atlanta, comes to AAP from Colorado Springs where he was district manager of the Alexander Film Corp.

AAP has formed a new subsidiary of the Tv Div., called The 199 Corp., which will endeavor to promote and encourage national sponsorship of feature films for television. Arthur Kalman, vice president of AAP, has been named president of the new subsidiary.

CBS Film Gets 'John Silver'

DISTRIBUTION of *The Adventures of Long John Silver*, produced in Sydney, Australia, by Joseph Kaufman, motion picture producer, will be handled by CBS Television Film Sales Inc., New York, Fred J. Mahlstedt, the organization's director of operations and production, announced last week.

The series will be distributed for national sale after which it will be syndicated for local sales. Star of the series is Robert Newton, who played the same role in Walt Disney's "Treasure Island" and in the cinemascope production of "The Adventures of Long John Silver."

TPA Names Three to Sales

APPOINTMENT of Gene Rahn, Wylie Adams and Lon T. Boutin to the sales staff of Television Programs of America Inc., New York, was announced last week by Michael M. Sillerman, executive vice president. Mr. Rahn, most recently with Ziv Television Programs and previously advertising manager of the *Dayton* (Ohio) *Daily News*, will cover the Midwest for TPA. Mr. Boutin, joining TPA's west coast staff, previously was sales director for Bob Champett Productions. Mr. Adams served most recently as vice president of Gannaway Productions and formerly was an account executive for CBS-TV and ABC-TV. He will cover the Louisiana area.

TRADE ASSNS.

FELLOWS SIGNS LONG-TERM NARTB PACT; WASILEWSKI TO HEAD GOVT. RELATIONS

Association president's new contract, with elevator clauses, runs up to 1960. He then will be retained as consultant until 1964 when he reaches 65.

NARTB's headquarters staff is preparing for an avalanche of new and continuing industry services by filling vacancies and adjusting the headquarters operation. With President-Board Chairman Harold E. Fellows signed to a new long-term contract [B•T, June 27], the association's leadership is assured for some years.

Another important step announced at the summer NARTB board meeting was appointment of Vincent T. Wasilewski as manager of government relations [CLOSED CIRCUIT, June 20]. Mr. Wasilewski moves to the new job Aug. 10. Currently he is chief attorney of the association.

MR. WASILEWSKI

New chief counsel will be announced in the near future.

No indication was given after the board meeting of any plan to fill the second vacancy in the government relations unit which had been headed by Vice President Ralph W. Hardy, who joins CBS Inc. Sept. 1 as Washington vice president [B•T, June 20]. Oscar Elder, former assistant to Mr. Hardy, has joined the Robert K. Richards public relations firm.

The Pay-Tv Issue

One of the major assignments facing NARTB is the board-ordered campaign to acquaint Congress and the public with the facts about fee-tv. This campaign was ordered by the board to offset the barrages of publicity stuff distributed over the nation on behalf of fee-tv. A special committee will guide NARTB's campaign.

President Fellows' contract is for five years and carries an increase in salary retroactive to June 1, 1955, NARTB announced. No other details were made public.

The contract was given final approval Saturday afternoon, June 25, as final item on the three-day board agenda. The last year of a five-year contract that started June 1, 1951, was bought up by the board. Under that contract Mr. Fellows received $35,000 for the 1951-52 year with $5,000 raise each year, amounting to $50,000 for 1954-55. The pact still had a year to run at the $50,000 figure.

After buying up the fifth year, the board approved a contract that had been agreed on by Mr. Fellows and a negotiating committee. This elevator pact is understood to provide a salary of $55,000 for the 1955-56 year, retroactive to last June 1, moving up $5,000 a year to reach $75,000 in 1959-60. It is understood the $5,000 annual expense allowance was increased to around $12,000.

Effective June 1, 1960, it is understood, Mr. Fellows will become consultant, with provision for active participation in association affairs, at a salary of $20,000 a year until he reaches age 65 in 1964. A retirement annuity of around $7,500 a year, depending on actuarial tables, would go into effect at that time.

The discussion of the presidency and board chairmanship held by Mr. Fellows had included mention of an executive vice president or second-in-command post but this was tabled by the board. The second-in-command position had been held by Mr. Richards, who now serves as consultant to NARTB. He took part in the board meetings at Hot Springs.

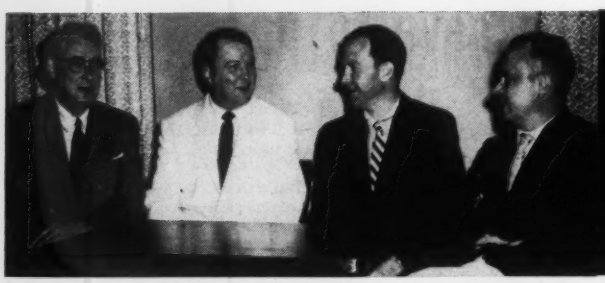
Mr. Fellows took office in June 1951 after a selection committee had looked over a large field of candidates. The choice drew widespread industry approval. Since that time Judge Justin Miller, former board chairman, has served as a consultant. Judge Miller participated in the recent board sessions.

NARTB's finances and membership rolls have been strengthened during Mr. Fellow's four-year administration. Total membership as of July 1 was 2,006 compared to 1,463 in 1951, a four-year increase of 37%.

Am station membership has risen from 964 to 1,258 stations, up 30%; fm stations dropped from 371 to 335, following the pattern of fm economics; tv membership up from 57 to 277, reflecting growth of the video industry; associate membership from 67 to 128, almost double.

Network membership now includes all four radio and all four tv networks compared to two each in 1951.

Total projected income of NARTB in June



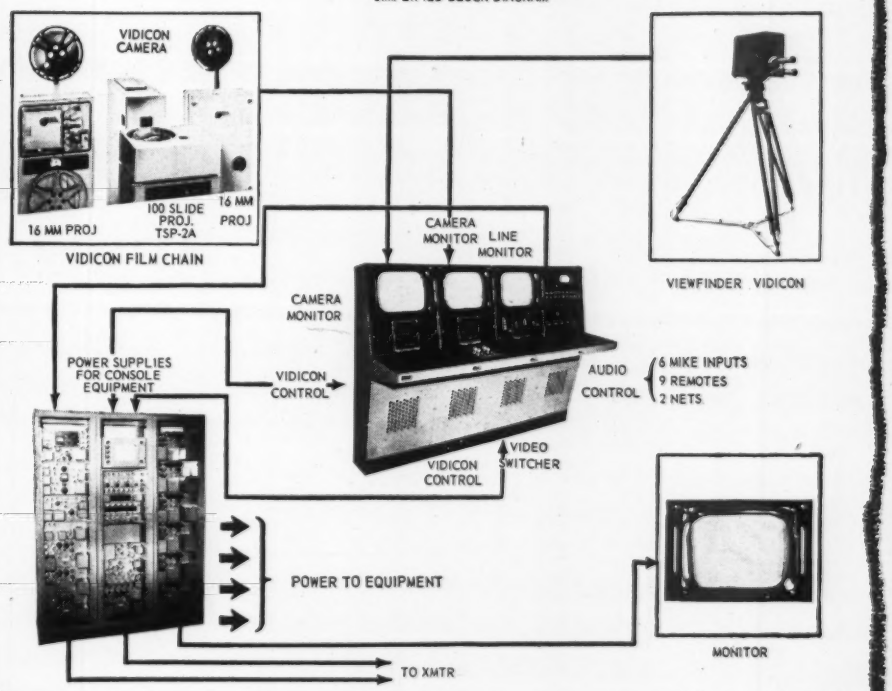
RE-ELECTED to top NARTB Radio and Tv Board posts [B•T, June 27] were (l to r): Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman, and Clair R. McCullough, Steinman Stations, chairman of Tv Board; Henry B. Clay, KWKH Shreveport, La., chairman, and E. K. Hartenbower, KCMO Kansas City, vice chairman of Radio Board.

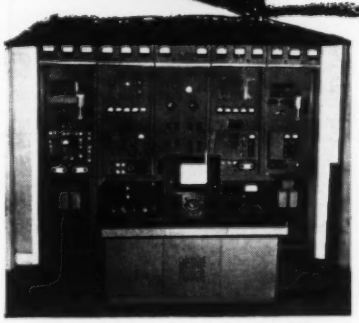
FIVE-MAN committee will direct NARTB Tv Code Review Board's analysis of audience reaction, with Ward Quaal, WLWT (TV) Cincinnati, as chairman. Left to right: Joseph E. Baudino, Westinghouse Broadcasting Co.; Merle S. Jones, CBS; Mr. Quaal; Clair R. McCollough, Steinman Stations, and Frank M. Russell, NBC. Formation of committee was announced at the NARTB joint board meeting at Hot Springs, Va.

NOW! A COMPLETE TV STUDIO PACKAGE FOR LESS THAN $25,000

Sarkes Tarzian, Inc. offers station operators a solution to high-cost television operation. Especially suitable for present AM stations who will be getting into TV.

SIMPLIFIED BLOCK DIAGRAM





VHF and UHF Transmitters, low, medium and high power ...100W—10KW

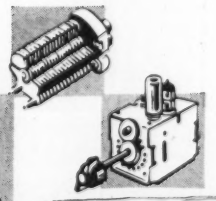
There's no need to think—or talk—in terms of hundreds of thousands of dollars to put a television station on the air today.

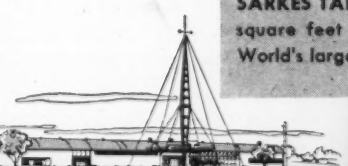
This minimum package—developed and produced by Sarkes Tarzian, Inc.—is made up of studio equipment required to put live ... film ... and slide pictures on the air. Includes all required control facilities. The audio and video equipment is so arranged that expansion to more elaborate operations may be made with minimum cost. No additional control equipment would be needed.

Write for detailed description and price lists. Or, better still, visit our plant; see the equipment in operation, and get complete details first-hand.

BROADCAST EQUIPMENT DIVISION,
Sarkes Tarzian, Inc.
Bloomington, Indiana

Sarkes Tarzian





SARKES TARZIAN, Inc.—producer of the World's finest television tuner in the World's largest tuner plant ... 6¾ acres under one roof.

SARKES TARZIAN Rectifier plant (60,000 square feet of floor space) is one of the World's largest users of selenium.

TV Station WTTV and AM Station WTTS—owned and operated by SARKES TARZIAN, Inc.

in television— what you don't know can hurt you!

Where can I get some really up-to-date information about stations equipped for color TV?

Easy enough. It's all in the *1955 Telecasting Yearbook* . . where the facilities are — what they're equipped to handle. Most complete run-down on color TV ever assembled by anybody.

How are food and drug sales going in Coconino County these days?

Just look them up in the *1955 Telecasting Yearbook!* It has the full market data story on *every* U.S. county — including Chattahochie, Dimmit, Musselshell *and* Smith.

C.D.M. & S.? Is that a new agency I didn't know about?

No . . but if it were, the *1955 Telecasting Yearbook* would have the latest directory facts on their TV accounts and the top people who handle them. Accurate stuff, right up to presstime.

How soon is there likely to be television service in a market like, say, Hubcap, Nebraska?

Well, if there's a CP outstanding with an on-air date projected — the *1955 Telecasting Yearbook* will give you all the information available. And, of course, the complete story about every existing station is neatly listed in the big state-by-state directory.

Q. Say . . what *doesn't* this *1955 Telecasting Yearbook* contain?

A. *Your advertisement* — if you haven't already reserved space. And, if not, now's the time to do something prompt about it . . because the deadline (July15) is rolling upon us like a monsoon!

Q. You think it's a good place for us to be represented?

A. "Good" is no word for it. Like its predecessors, the *1955 Telecasting Yearbook* will go to 15,000 of the most active people in television . . men and women who thumb through, read, study and re-read its nearly 500 pages of vital TV facts, day after day, week after week, in every corner of America. This is the *perfect, indispensable* place for you to tell your story! Unless you *prefer* being a hermit . . .

Q. What's it cost?

A. Despite TV's incredible growth — and the far greater readership the *1955 Telecasting Yearbook* will enjoy — rates are the same as last year for contract advertisers. Otherwise, rate card No. 8 applies.

Q. Where do I sign?

A. Right here . . on the coupon below. This will save you a good position where multiple readings of the *1955 Telecasting Yearbook* are sure to put your facts, again and again, before the people who count all year long. But hurry. Your competitors may be reading this, too!

BROADCASTING TELECASTING

1955-56 TELECASTING YEARBOOK-MARKETBOOK ISSUE

the BLUE book of TV knowledge

nearly 500 fact-crammed pages

read and used by 15,000 people throughout the TV industry and advertising

out mid-August; deadline July 15 for proofs

used last year by almost 350 advertisers

TV's remarkable one-book library

Yearbook-Marketbook

1735 DeSales Street, Washington, D.C.

Schedule us for the following space in this year's edition, out in mid-August:

1 page	$450	7¾″ x 11″
⅔ page	335	5⅛″ x 11″
½ page	265	8½″ x 5½″ or 4″ x 11″
⅓ page	185	2½″ x 11″ or 5⅛″ x 5½″
1/6 page	105	2½″ x 5½″ or 5⅛″ x 2¼″

Advertiser

Per: **Title**

Address

City **Zone** **State**

We'll get copy to you by July15 — complete plates by July 25.

1951 was only half that of the current fiscal year, after deducting 30% of radio dues diverted to Broadcast Advertising Bureau (now Radio Advertising Bureau) during the bureau's first year, after which radio dues were cut 30%.

About 65% of the overall doubling of income is traced to the fast growth of television, with about 20% due to the gain in radio station membership. Income from associate members has doubled in the four years.

In other actions the board confirmed selection of the Conrad Hilton Hotel, Chicago, as site for the 1956 national convention, scheduled April 15-19. The 1957 convention will be held in Chicago with the 1958 industry meeting moving to the West Coast. Either Los Angeles or San Francisco will be the site of 1958 convention.

Naming of Mr. Wasilewski to the government relations post follows six years of association service. He joined NARTB in 1949 after receiving the degree of Doctor of Jurisprudence at the U. of Illinois. He is a member of the American Bar Assn., Committee on Copyright Law Revision and Federal Communications Bar Assn.

The board's summer meeting included a number of other actions. Phoenix, Ariz., was picked as site for the winter board meeting, scheduled in late January. A special meeting of the Radio Board is to be held this autumn to act on proposals to implement the Radio Standards of Practice (see standards story page 47).

Organizational setup for the new Assn. for Professional Broadcasting Education was approved by the board after hearing a report by Herbert L. Krueger, WTAG Worcester, Mass., chairman of the NARTB Education Committee.

WAAM (TV) Seals Rates

IN LINE with NARTB's new plan to promote the Tv Code, WAAM (TV) Baltimore has included a reproduction of the "Seal of Good Practice" on its rate card. Kenneth Carter, WAAM general manager and a NARTB Tv Board member, said the station "is endeavoring to help make a success of the Tv Code as an instrument of self-regulation, with public acceptance of the code dependent upon public awareness of its operation and provisions."

Five broadcasters will be named to serve on the APBE board. The organization was formed to bring about jointly a higher standard of training at colleges for those planning to enter the broadcast profession.

NARTB pays $5,000 a year to the project. Serving as board members representing educators are Leo A. Martin, Boston U. and Kenneth Harwood, U. of Southern California, three years; Russell Porter, U. of Denver, and Robert Crawford, Michigan State College, two years; Sydney Head, U. of Miami (Fla.), one year.

Judge Miller met last week with Mr. Fellows to discuss plans for a demonstration of camera-microphone pickups from a courtroom, to be conducted by the American Bar Assn. The ABA Canon 35 restricts use of electronic reporting in courtrooms. A closed-circuit test will be held next month in Philadelphia.

Mr. Wasilewski, reporting on behalf of the government relations department, informed directors that "after discussions with responsible government officials, there appears to be no real danger that commercial channels will be preempted for military or public use."

Gilmore N. Nunn, WLAP Lexington, Ky., told the board about work of the Inter-American Assn. of Broadcasters and its fourth general assembly held April 9-19 at Lima, Peru. He said that "every year since its inception, the association has grown in stature and influence . . . and its record is clearly one of important and increasing successes in all fields of endeavor in the various countries where problems have arisen." He urged continued support of IAAB by NARTB and cited examples of the way it has preserved free radio in the Western Hemisphere.

These board committees were named:

By-Laws: Ward L. Quaal, WLWT (TV) Cincinnati, chairman; George H. Clinton, WPAR Parkersburg, W. Va.; Harold Hough, WBAP-TV Fort Worth; Alex Keese, WFAA Dallas; Robert B. McConnell, WISH Indianapolis; Robert D. Swezey, WDSU-TV New Orleans.

Finance: William D. Pabst, KFRC San Francisco, chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; William Fay, WHAM-TV Rochester, N. Y.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; E. K. Hartenbower, KCMO Kansas City; Herbert L. Krueger, WTAG Worcester, Mass.; John M. Outler, WSB Atlanta.

Membership: J. Frank Jarman, WDNC Durham, N. C., and Kenneth L. Carter, WAAM (TV) Baltimore, co-chairmen; Joseph E. Baudino, Westinghouse Broadcasting Co.; Richard M. Brown, KPOJ Portland, Ore.; William Holm, WLPO La Salle, Ill.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roa-

We are pleased to announce

the opening of a new department to negotiate

the purchase, sale and financing of

RADIO AND TELEVISION PROPERTIES

Under the direction of

ROBERT E. GRANT

KIDDER, PEABODY & CO.

FOUNDED 1865

First National Bank Building • 33 South Clark Street

CHICAGO 3, ILLINOIS

Telephone ANdover 3-7350

NEW YORK PHILADELPHIA SAN FRANCISCO BOSTON

Offices and correspondents in thirty other principal cities in the United States

noke, Va.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas.

Television Finance: Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; William Fay, WHAM-TV Rochester, N. Y.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WLWT (TV) Cincinnati; George B. Storer, Storer Broadcasting Co.

NARTB TIGHTENS ITS RADIO CODE

LIST of warnings, "dont's" and acceptability standards for the NARTB Radio Standards of Practice was adopted by NARTB's Radio Board at its June 24 Hot Springs, Va., meeting [B•T, June 27]. The additional language brings the radio standards and television code closer together except for the lack of a punitive section in the radio document.

A special committee to be named by President Harold E. Fellows will study the enforcement problem and attempt to fill the gap prior to a special Radio Board standards meeting slated for late autumn.

The text of the new provisions, printed herewith, shows how broadcasters are to handle such matters as bait-switch, liquor, beer-wine and other types of advertising problems peculiar to the medium.

E. R. Vadeboncoeur, WSYR Syracuse, N. Y., who proposed adoption of an implementation section during the May NARTB convention in Washington [B•T, May 30], suggested at the recent board session that the special committee might consider use of a sound symbol for stations subscribing to the standards, plus creation of a review board with authority to implement the document.

Walter E. Wagstaff, KIDO Boise, Idaho, was chairman of the Standards of Practice Committee that drew up the revisions.

First the board dropped the 6-11 p.m. maximum time limits for radio commercials, with the daytime standards now prevailing over the entire day. These provide the following commercial allowable time:

5 minute programs	—	1:15
10 minute programs	—	2:10
15 minute programs	—	3:00
25 minute programs	—	4:00
30 minute programs	—	4:15
45 minute programs	—	5:45
60 minute programs	—	7:00

Under "Presentation of Advertising" in the standards, the second paragraph was omitted (see text, Broadcasting YEARBOOK-MARKETBOOK). This paragraph, dealing with integrity of the advertiser and truthfulness of claims, is covered in the new acceptability language. The first paragraph under "Contests" was omitted for a similar reason. It deals with advertising designed to "buy" an audience.

Text of the "Acceptability of Advertisers and Productions" section (added at the end of the standards) follows:

1. A commercial radio broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, he should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements.

Moreover, in consideration of the laws and customs of the communities served,

Gene Autry and Roy Rogers full-length feature films, (the best Westerns ever made) are being shown for the first time in this area on Tom Chase's ever-popular "Trail Time" program!

"Trail Time", long the *number one rated* local daytime show in the Omaha-Iowa area, can't help be even better now!

In the last "Hooper Roundup" . . . "Trail Time" drew a whopping 35.0 rating . . . the opposition—8.5!

Let Tom Chase . . . Roy Rogers . . . and Gene Autry ride herd on your product and put it in an average of 108,500 homes reached daily by "Trail Time"!

Contact Fred Ebener, Sales Manager, or your nearest Blair TV man for availabilities.

TOM CHASE
Ranch Boss on "Trail Time."
another of WOW-TV's proven
"ON THE AIR SALESMEN"

WOW TV OMAHA
Channel 6

Max. Power • CBS • NBC
Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines
A Meredith Station • Frank P. Fogarty, Vice-Pres. & Gen. Mgr.

each radio broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.

The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because radio broadcasting is designed for the home and the entire family, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to existing laws.

c) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

d) All advertising of products of a personal nature, when accepted, should be treated with special concern for the sensitivities of the listeners.

e) The advertising of tip sheets, publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

3. Care should be taken to avoid presentation of "bait-switch" advertising whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes.

Fla. Assn. of Broadcasters Elects Danforth President

HAROLD DANFORTH, WDBO Orlando, was elected president of the Florida Assn. of Broadcasters at the June 23-26 FAB meeting. He succeeds John Browning, WSPB Sarasota. Dennison Parker, WTAN Clearwater, was elected first vice president; John Phipps, WTAL Tallahassee, second vice president, and Guy Hamilton, WTYS Marianna, secretary-treasurer.

MR. DANFORTH

The new officers serve on the board along with Miller N. Babcock, WGBS Miami; John Browning, WSPB Sarasota; James L. Howe, WIRA Fort Pierce; Larry Rollins, WSIR Winter Haven, and George Thorpe, WVCG Coral Gables.

FAB called on public officials to permit broadcasting of all meetings of public bodies, contending denial of these rights renders a disservice to the people. A second resolution accepted an invitation by Dr. J. Wayne Reitz, president of the U. of Florida, to attend a conference with educators in October concerning broadcast training, including advertising, at institutions of higher learning.

TV WESTERNS ARE GOOD FOR KIDS

They're shot at by critics, but NARTB finds solid support behind gun-toting heroes of the range. It's even suggested these tales should pack more action.

TV WESTERNS, with their six-shooters and sheriffs, are favorite targets of tv critics but actually they're a healthy part of the television scene, in the opinion of many leading citizens who have studied the matter.

What's more, westerns are good for children, according to the comments of students of psychology and delinquency, NARTB points out in a pamphlet just published by its Tv Information Committee headed by Jack Harris, KPRC-TV Houston.

If anything, tv producers should pack more action into their stories of the wild and wooly plains, in the opinion of Dr. Duncan Emrich, of the Library of Congress' Folklore Section. The cowboy "is a vital part of the American cultural heritage," said Dr. Emrich. "For this reason tv westerns are good for children. They help to establish in their minds an American ideal. Moreover, the movies were made to move, and westerns do move. This is something tv producers sometimes forget."

Set owners seem satisfied, judging by an article titled "Few Complaints" in the Catholic magazine *Commonweal*. This article stated, "Here and there a public figure, a teacher, or a religious leader demands time or raises a question as to the nature and quality of tv fare. Again, on rare occasions, you may hear an anxious parent who wonders if Hopalong and the rest are not building up a dream world that is too exciting, and makes everyday juvenile existence seem a bore. But set owners, in the main, seem to like what they're getting."

Rogers' Views

In a recent *American* magazine article, Roy Rogers, tv cowboy, summed up the western matter this way:

"I am utterly convinced that bringing back our Old West for the new generation of kids is a wonderful thing. The whoops and bang-bangs of youngsters may annoy Mothers, but in imitating cowboys the kids are learning to love the outdoor life and to respect the ideals and virtues of the Western pioneers who helped so much to make America great. Their imitation of cowboys also helps them let off a lot of youthful steam they might otherwise let off by imitating gangsters and criminals.

"The plot typically involves little more than the triumph of law and order, decency and clean living. We Western 'heroes' never cuss, spit, gamble, shoot pool, or step into a saloon except to have it out with bad men. We never hit a little man . . . . we refuse all rewards . . . . we give villains more than an even break, even on the draw."

Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, told NARTB's convention last May he listens to Roy Rogers before leaving to preach his Sunday evening sermon, knowing that "crooks always lose and goodness triumphs." He termed the rise of Davy Crockett through tv "one of the greatest things in a long time."

The magazine *Changing Times* put it this way, according to NARTB's review: "Don't get mad at the kids. If your six-year-old spins the dial to find the sound of the loudest six-shooter, he is just doing what comes naturally. Ten and 11-year-olds love blood-chillers and whodunits as well as westerns. . . . What's wrong with tv anyhow? The answer is that nothing is wrong with television. . . . As long as parents remain passive or put the blame on the industry, tv will be a tool poorly used."

To which Dr. Eleanor E. Macoby, of the Harvard Dept. of Social Relations, adds: "The child may learn that aggressive action is permissible in some conditions; for instance, in a battle where the action is directed against an enemy, but he can also learn that unprovoked aggression against members of one's own society or family will bring retribution. It becomes important then to know about television; not only how many killings there are in the programs the child sees but who does the killings, why he does it, and what the consequences are for the person who does it. The tv industry, of course, has recognized the importance of the outcome of stories for the moral training of children and it has adopted a code which requires that criminals shall always be punished in television."

Caley Is Appointed Chairman Of RAB Nominating Group

APPOINTMENT of Charles C. Caley, president and general manager, WMBD Peoria, Ill., as chairman of a five-member committee to nominate officers and successors to retiring board members of Radio Advertising Bureau for 1956 was announced last week by Joseph E. Baudino, chairman of RAB's 1955 board. Mr. Caley is former board chairman of RAB.

Other members of the nominating committee are: Ward D. Ingrim, general manager, KHJ Los Angeles; Edgar Kobak, president, WTWA Thomson, Ga.; James H. Moore, executive vice president, WSLS Roanoke, Va., and William B. Quarton, general manager, WMT Cedar Rapids, Iowa.

The five-man committee will make its nominations at RAB's annual membership meeting in November.

Cole Elected President Of Virginia Broadcasters

JOHN L. COLE JR., WHLF South Boston, was elected president of Virginia Assn. of Broadcasters at the June 25-26 meeting, held at Staunton. He succeeded Frank E. Koehler, WDBJ Roanoke. Emerson J. Pryor, WDVA Danville, was elected vice president, and Kenneth Gordon, WFTR Front Royal, secretary-treasurer.

Elected to the board were Campbell Arnoux, WTAR Norfolk; Charles P. Blackley, WTON Staunton; John W. Shultz, WHEE Martinsville, and E. S. Whitlock, WRNL Richmond.

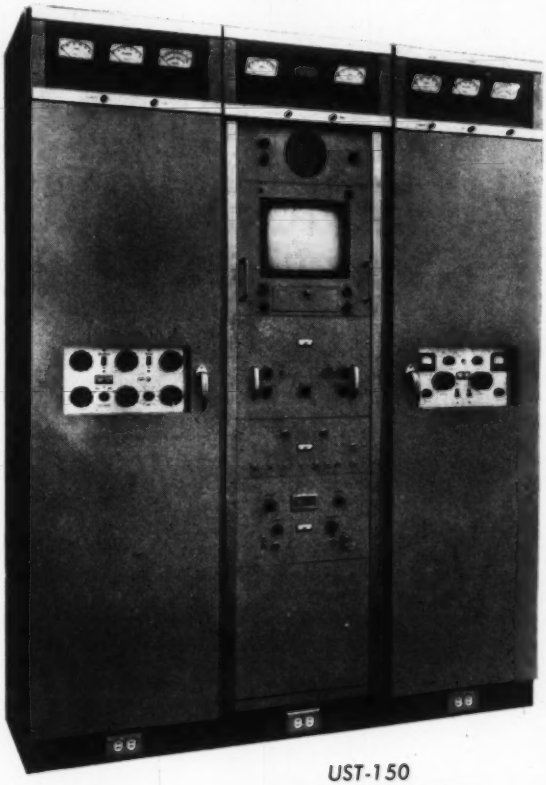
Charles H. Tower, NARTB employer-employe relations director, discussed the economics of broadcasting. As the basis for a discussion of personnel matters Mr. Tower gave delegates a chance to study a personnel case, after which the details were reviewed. A panel on "money-makers" included Mr. Pryor; Charles E. Seebeck, WTON Staunton, and F. Ambert Dail, WGH Norfolk.

Hutton Joins NARTB

WALLACE E. HUTTON, public relations director of the D. C. division, American Cancer Society, was named NARTB promotion manager last week, serving under Joseph Sitrick, manager of publicity and informational services. Mr. Hutton had previously been in the American National Red Cross public relations office and is a journalism graduate of Indiana U. He succeeds Don Frifield, resigned.

ACL is ready NOW to fill your order for

Complete Low Power TV Station Equipment



UST-150
UHF Transmitter

ACL has been prominent in conducting experimental activities in the low power and satellite/booster TV field.

ACL has been operating an experimental low power transmitter (KE2XPS) on Channel 25, at New Rochelle, N. Y., since early 1954. An experimental satellite transmitter (KC2XFF) on Channel 53, at Waterbury, Conn., has also been in operation under commercial conditions since July 1954. These experiments have resulted in the development of time-proved and field-tested equipment.

Low power television transmitters are available for both UHF and VHF. They are capable of furnishing 150 watts peak visual power and 75 watts of aural power output, and are suitable for both color and monochrome TV broadcasting. They provide effective coverage for smaller communities of restricted area.

The transmitters are housed in three cabinet racks for UHF and in two cabinet racks for VHF.

Check Features of ACL Low Power TV Transmitters

- **Equipment available for all UHF/VHF channels**
- **Front panel controls**
- **Forced air cooling**
- **All components readily accessible**
- **All tube circuits metered**
- **Circuit overload protection and interlocks used throughout**
- **Single linear amplifier for both aural and visual carriers — amplifier tuning circumvents vestigal sideband filter requirement — no external diplexer required — single transmission line and antenna**
- **Low-cost, long-life, air-cooled tubes**
- **Low power consumption — standard 117 v. 50/60 cps, single phase circuit—less than 2 kw total load**
- **All FCC standards for Low Power TV are met.**

We will be happy to discuss your requirements and supply recommendations to fit your particular needs without obligation Write us!

ACL PRODUCTS, INC.

TV Station Equipment Subsidiary of ADLER COMMUNICATIONS LABORATORIES
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

GUARANTEED ANNUAL WAGE?
IN WNEM-TV TERRITORY, OF COURSE!

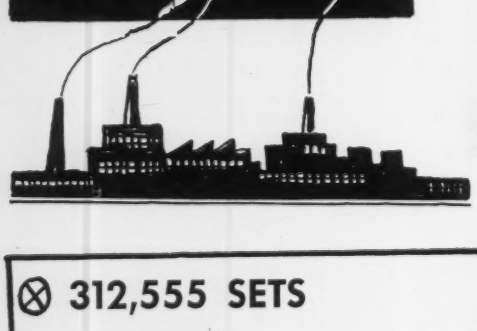
JUNE 13, WNEM-TV 12 NOON NEWS RECORDS HISTORY-MAKING AGREEMENT BETWEEN G.M. and U.A.W-C.I.O. GUARANTEEING LABOR PEACE FOR OVER 110,000 G.M. EMPLOYEES IN WNEM-TV COVERAGE AREA FOR YEARS TO COME; ASSURING CONTINUED INDUSTRIAL PEACE, WHICH HAS MADE THE SAGINAW VALLEY ONE OF THE COUNTRY'S RICHEST AREAS.

WNEM-TV DOMINATES

THIS RICH GENERAL MOTORS MARKET

G.M. DATA IN WNEM-TV AREA... 19 G.M. PLANTS
111,114 EMPLOYEES-$545,411,532 ANNUAL PAYROLL

FLINT
SAGINAW
BAY CITY
MIDLAND



PULSE* PROVES WNEM-TV HAS 70% AVERAGE SHARE OF AUDIENCE

100% YARDSTICK SHARE OF AUDIENCE

STATION	10 A.M.-12 Noon	12-6 P.M.	6-12 P.M.
WNEM-TV	77	72	59
STATION B	20	15	13
STATION C	2	11	26

LEADS IN 205 OF 208 QUARTER HOURS

*All Figures from Pulse Report of Saginaw-Bay-Midland Area Jan. 16, '55

NO SUMMER HIATUS HERE!

WNEM-TV area businessmen look eagerly to summer . . . each year over 2 million tourists spend over $150,000,000 tourists dollars in WNEM-TV territory — what a tremendous plus for the WNEM-TV advertiser who sells not only the over one million regular GAW citizens of WNEM-TV land but also the million odd tourists that "hiatus" to WNEM-TV's rich vacation land during the summer.

- ⊗ 312,555 SETS
- ⊗ $1,986,419,000 SPENDABLE INCOME
- ⊗ $1,484,325,000 RETAIL SALES
- ⊗ 1,312,422 POPULATION

NBC — DUMONT

FULL POWER—NETWORK COLOR

JAMES GERITY, JR., President
Harry E. Travis, General Manager

Affiliated with
GERITY BROADCASTING CO.
WABJ, Adrian WPON, Pontiac

WNEM-TV CHANNEL 5 A Gerity STATION

For Good National Availabilities . . . Call Headley Reed, New York, Chicago
Michigan Spot Sales — Detroit

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

1955

Total U. S. Stations on Air: 429
(Commercial: 416; Educational: 13)
Total Cities With Tv Stations: 283
Total Sets in Use: 35,686,866

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Total U. S. sets in use is B•T estimate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

DALUSIA†—
WAIQ (*2) 3/9/55-Unknown
MINGHAM—
WABT (13) NBC, ABC, DuM; Blair; 321,380; N; $750
WBIQ (*10)
WBRC-TV (6) CBS, DuM; Katz; 321,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
CATUR†—
WMSL-TV (23) CBS, NBC; Walker; 28,436; $150
THAN†—
WTVY (9) CBS; Young; $100
BILE—
WALA-TV (10) NBC, ABC, CBS; Headley-Reed; 124,500; $400
WKAB-TV (48) See footnote
WKRG-TV (5) CBS; Avery-Knodel; 3/23/55-9/5/55
NTGOMERY—
WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,170; $200
WSFA-TV (12) NBC, ABC; Katz; 92,152; $250
UNFORD†—
WTIQ (*7)
MA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

SA (PHOENIX)—
KVAR (12) NBC, DuM; Raymer; 124,120; N; $450
OENIX—
KOOL-TV (10) CBS; Hollingbery; 124,120; N; $500
KPHO-TV (5) DuM; Katz; 124,120; N; $450
KTVK (3) ABC; Weed; 142,179; N, LF, LS; $300
CSON—
KOPO-TV (13) CBS, DuM; Hollingbery; 40,162; $250
KVOA-TV (4) ABC, NBC; Raymer; 38,605; $225
KDWI-TV (9) 4/19/55-Unknown
MA†—
KIVA (11) NBC, DuM; Grant; 26,997; $200

ARKANSAS

DORADO†—
KRBB (10) 2/24/54-Unknown
RT SMITH—
KFSA-TV (22) NBC, ABC, CBS, DuM; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
ONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
TTLE ROCK—
KARK-TV (4) NBC, DuM; Petry; 108,120; N; $350
KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-11/1/55

PINE BLUFF—
►KATV (7) CBS, ABC; Avery-Knodel; 110,655; N; $450
TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC, DuM; Weed; 90,000; $235
►KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC, NBC, DuM; Avery-Knodel; 67,010; $225
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
►KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair, Blair Tv; 24,100; $150
FRESNO—
►KJEO (47) CLS, ABC, DuM; Branham; 158,000; N; $450
►KMJ-TV (24) CBS, NBC; Raymer; 158,000; N; $450
KARM. The George Harm Station (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,130,181; $1,500
►KCOP (13) Weed; 2,130,181; $1,250
►KHJ-TV (9) DuM; H-R; 2,130,181; $1,000
►KNXT (2) CBS; CBS Spot Sls.; 2,130,181; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,130,181; N, LS, LF, LL; $3,200
►KTLA (5) Raymer; 2,130,181; LS, LF, LL; $1,250
►KTTV (11) Blair; 2,130,181; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
►KBET-TV (10) CBS; H-R; 349,650; N, LF, LS; $600
►KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
KCRA-TV (3) NBC; Petry; 4/13/55-9/1/55
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 102,000; $350
SAN DIEGO—
►KFMB-TV (8) ABC, CBS; Petry; 307,561; N; $800
►KFSD-TV (10) NBC; Katz; 285,533; N; $600
SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,086,590; $1,200
►KPIX (5) CBS; Katz; 1,086,590; N; $1,250
►KRON-TV (4) NBC; Free & Peters; 1,086,590; N, LS, LF, LL; $1,300
►KSAN-TV (32) Stars National; 275,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
KNTV (11) 4/15/54-Unknown
SAN LUIS OBISPO†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 90,018; $200
SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,918; $400
STOCKTON†—
►KOVR (13) DuM; Blair; 1,103,920; $700
KTVU (36) See footnote
TULARE (FRESNO)—
►KVVG (27) DuM; Young; 160,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS†—
►KKTV (11) CBS, ABC, DuM; Hollingbery; 53,604; $150
►KRDO-TV (13) NBC; Avery-Knodel; 40,000; $125
DENVER—
►KBTV (9) ABC; Free & Peters; 299,762; $600
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 299,762; N; $400
►KLZ-TV (7) CBS; Katz; 299,762; N; $550
►KOA-TV (4) NBC; Petry; 299,762; N; $550
KRMA-TV (*6) 7/1/53-Unknown

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

GRAND JUNCTION†—
►KFXJ-TV (5) NBC, CBS, ABC, DuM; Holman, McGuire; 12,957; $120
PUEBLO—
►KCSJ-TV (5) NBC; Avery-Knodel; 54,456; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
►WGTH-TV (18) ABC, DuM; H-R; 291,229; $350
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
►WKNB-TV (30) CBS; Bolling; 284,169; N; $400
NEW HAVEN†—
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702; N; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 210,485; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $750
►WRC-TV (4) NBC; NBC Spot Sls.; 743,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 688,800; N; $1,500
►WTTG (5) DuM; H-R; 655,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

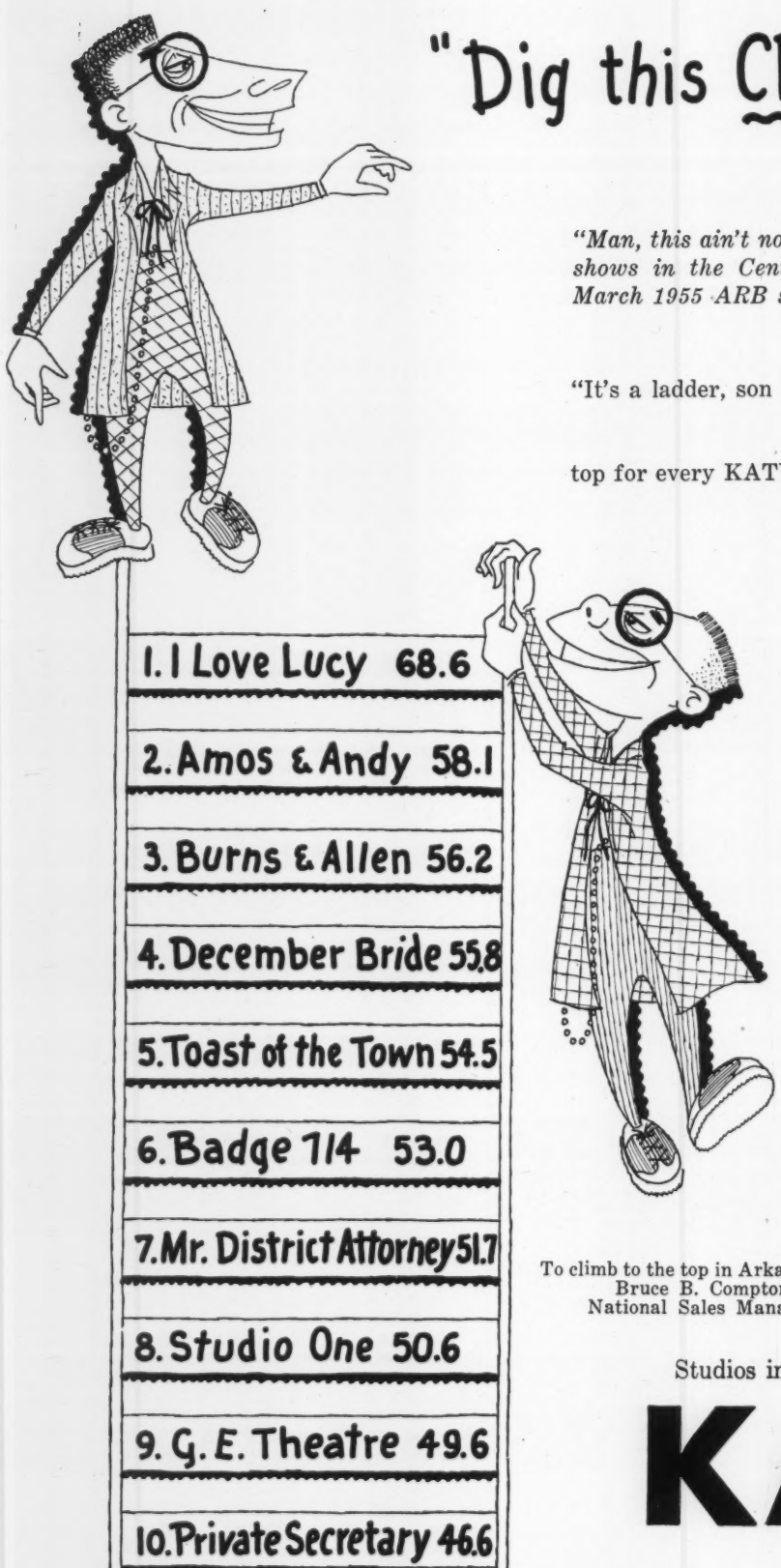
FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-9/3/55
FORT LAUDERDALE—
►WITV (17) ABC; H-R; 176,000 (also Miami); $400
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 13,849; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE†—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N; $200
►WMBR-TV (4) CBS, ABC, DuM; CBS Spot Sls.; 453,978; N; $600
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
►WGBS-TV (23) NBC; Katz; N; $500
►WTVJ (4) CBS; Free & Peters; 322,800; N; $900
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 96,147; N; $275
PANAMA CITY—
►WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 27,500; $150
PENSACOLA†—
►WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 95,500; $250
►WPFA (15) 32,500
ST. PETERSBURG—
►WSUN-TV (38) ABC, DuM; Weed; 145,000; $325
TAMPA—
►WFLA-TV (8) NBC; Blair; 185,000; N, LF, LS; $400
►WTVT (13) CBS; Avery-Knodel; 185,000; N, LF, LS; $400
WEST PALM BEACH—
►WEAT-TV (12) ABC; Walker; 231,000; $200
►WIRK-TV (21) Cooke; 47,609; $150
►WJNO-TV (5) NBC, CBS, DuM; Venard; 262,500; $250

GEORGIA

ALBANY†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200

"Dig this CRAZY Ladder!"


1. I Love Lucy 68.6
2. Amos & Andy 58.1
3. Burns & Allen 56.2
4. December Bride 55.8
5. Toast of the Town 54.5
6. Badge 714 53.0
7. Mr. District Attorney 51.7
8. Studio One 50.6
9. G. E. Theatre 49.6
10. Private Secretary 46.6

"Man, this ain't no ladder . . . it's a list of the Top Ten TV shows in the Central Arkansas Market according to the March 1955 ARB survey!"

"It's a ladder, son . . . and every rung is a step nearer the top for every KATV advertiser!"

"Sing on, Dad . . . this ladder is beginning to interest me!"

"It should interest you, boy . . . and it should interest any advertiser who wants to climb to the top in Arkansas!"

"Should? Man, it does!!! Not only does KATV have ALL TEN of the Top Ten . . . but this page just isn't long enough to include all of their top programs. Why, Dad, we could go on-and-on-and-on . . ."

"A real cool advertiser's dream-come-true! Complete details on climbing the ladder to success in Arkansas is available from those Hep Reps . . . Avery-Knodel, Inc."

To climb to the top in Arkansas see:
Bruce B. Compton
National Sales Manager

To climb to the top in Arkansas see:
Avery-Knodel, Inc.
National Reps

Studios in Pine Bluff & Little Rock

KATV

Channel 7

CBS

John H. Fugate, Manager
620 Beech Street
LITTLE ROCK, ARKANSAS

TELEVISION for the HEART of ARKANSAS

B·T TELESTATUS

NTA—
AGA-TV (5) CBS, DuM; Katz; 462,000; N; $850
WA (11) ABC; Crosley Sls.; 481,000; $700
B-TV (2) NBC; Petry; 484,725; N, LS, LF; $900
QXI-TV (36) See footnote
USTA—
BF (6) ABC, NBC, DuM; Hollingbery; 153,-31; N; $250
DW-TV (12) CBS; Headley-Reed; 144,600; $250
MBUS—
AK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,675; N; $220
BL-TV (4) CBS, ABC; Hollingbery; 176,927; N; $300
ON—
AZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284; N; $250
OKA (47) See footnote
†—
ROM-TV (9) McGillvra; 164,940; $150
ANNAH—
TOC-TV (11) CBS, ABC, NBC, DuM; Avery-Knodel; 65,426; $200
SAV-TV (3) 1/26/55-Unknown
MASVILLE†—
CTV (6) 12/23/53-Spring '55

IDAHO

†—
BOI-TV (2) CBS, DuM; Free & Peters; 46,225; $150
DO-TV (7) ABC, NBC; Blair; 41,900; $200
O FALLS†—
D-TV (3) CBS, ABC, NBC, DuM; Gill-Perna; 7,230; $175
STON†—
LEW-TV (3) 2/9/55-11/1/55
N FALLS†—
LIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

OMINGTON—
BLN (15) McGillvra; 113,242; $200
MPAIGN—
CIA (3) CBS, NBC, DuM; Hollingbery; 307,-000; N; $550
ICAGO—
BBM-TV (2) CBS, CBS Spot Sls.; 2,237,900; N; $3,300
BKB (7) ABC; Blair; 2,255,000; $1,650
GN-TV (9) DuM; Hollingbery; 2,080,000; $1,500
NBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LL, LS, LF; $3,300
HFC-TV (26) 1/8/53-Unknown
IND-TV (20) 3/9/53 Unknown
OPT (44) 2/10/54-Unknown
TTW (*11) 11/5/53-Unknown
VILLE—
DAN-TV (24) ABC; Everett-McKinney; 50,-000; $150
ATUR—
TVP (17) ABC, DuM, NBC; Bolling; 165,000; $300
NSTON†—
TLE (32) 8/12/53-Unknown
RISBURG†—
SIL-TV (22) ABC; Walker; 30,000; $150
RIA—
EEK-TV (43) NBC; Headley-Reed; 232,437; N; $400
TVH-TV (19) CBS, ABC; Petry; 231,056; N; $350
IRL Tv Co. (8) Initial Decision 11/5/54
NCY† (HANNIBAL, MO.)—
GEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
HQA-TV (7) See Hannibal, Mo.
KFORD—
REX-TV (13) CBS, ABC; H-R; 256,000; N; $400
TVO (39) NBC, DuM; Weed; 100,000; $250
K ISLAND (DAVENPORT, MOLINE)—
HBF-TV (4) CBS, ABC, DuM; Avery-Knodel; 295,201; N; $700
NGFIELD—
ICS (20) ABC, NBC, DuM; Young; 103,580; $250
angamon Valley Tv Corp. (2) Initial Decision 11/30/54
ANA†—
ILL-TV (*12) 11/4/53-Unknown

INDIANA

DERSON†—
WCBC-TV (61) 2/2/55-Unknown
OMINGTON—
TTV (4) NBC, ABC, DuM; Meeker; 653,534 (also Indianapolis); N; $800
HART—
SJV (52) ABC, NBC, DuM, CBS; H-R; 208,319; LS; $250
NSVILLE—
FIE (62) ABC, NBC, DuM; Venard; 94,315; $250
EHT (50) See Henderson, Ky.
vansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547;N; $350
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
INDIANAPOLIS—
► WFBM-TV (6) ABC, NBC, DuM; Katz; 660,000; N; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55
LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225
NOTRE DAME (SOUTH BEND)—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
WNDU-TV (46) See Notre Dame
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, DuM; Bolling; 154,-000; N; $400
WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) CBS, ABC, DuM; Weed; 315,600; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; DuM; Venard; 288,600; $200
► WMT-TV (2) CBS; Katz; 270,800; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N; $800
DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N; $650
KGTV (17) See footnote
KRNT-TV (8) CBS; Katz; 3/23/55-7/31/55
FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 36,812; N; $150
MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200
SIOUX CITY—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,-835; N; $250
► KVTV (9) CBS, ABC; Katz; 152,835; N; $300
WATERLOO—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225
HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 199,012; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC, DuM; Katz; 122,039; $250
TOPEKA—
► WIBW-TV (13) CBS, ABC, DuM; Capper Sls.; 449,358; N; $400
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KEDD (16) NBC; Petry; 152,484; $375
► KTVH (12) See Hutchinson
KTVR (3) 6/8/55-Unknown

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 86,891; N; $250
LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $850
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

New Tv Stations

THE following tv stations started regular programming in June:

KLFY-TV Lafayette, La. (ch. 10); KCOR-TV San Antonio, Tex. (ch. 41), and WTOV-TV Norfolk, Va. (ch. 27).

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC, DuM; Young; 82,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 150,000; $250
LAFAYETTE†—
► KLFY-TV (10) CBS; Venard, Brown; 45,330
LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150
MONROE—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 215,000; $300
NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 331,991; N, LF, LL; $850
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,-840; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 85,650; $300
KCIS (12) 5/19/55-Unknown (ch. 12 at present operated by Interim Tv Corp.)
KTBS-TV (3) NBC; 2/16/55-9/3/55

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300
PORTLAND
► WCSH-TV (6) NBC, DuM; Weed; 164,343; N; $350
► WGAN-TV (13) ABC, CBS; Avery-Knodel; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 609,985; $975
► WBAL-TV (11) NBC; Petry; 609,985; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 609,985; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
CUMBERLAND†—
WTBO-TV (17) 11/12/53-Unknown
SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 51,570; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,315,246; N, LS, LF; $2,000
► WGBH-TV (*2)
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,315,246; N; $2,000
WJDW (44) 8/12/53-Unknown
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 195,000; $250
PITTSFIELD—
► WMGT (19) DuM, ABC; Walker; 169,015; $250
SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 187,000; $300
► WWLP (22) ABC, NBC; Hollingbery; 187,000; N; $350
WORCESTER—
► WWOR-TV (14) ABC, DuM; Raymer; 104,332; $250
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 25,-000; $150
WUOM-TV (*26) 11/4/53-Unknown
BATTLE CREEK—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,-555; N; $500
CADILLAC—
► WWTV (13) CBS, ABC, DuM; Weed; 299,546; $250
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,000
► WWJ-TV (4) NBC; Hollingbery; 1,530,000; N; $2,000
► WXYZ-TV (7) ABC; Blair; 1,509,000; N; $1,700
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55
EAST LANSING†—
► WKAR-TV (*60)
FLINT†—
WJRT (12) CBS; 5/12/54-9/1/55
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC, DuM; Katz; 536,003; N; $1,050
WMCN (23) 9/2/54-Unknown

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Sunday Lucy Show		Johns Manville alt. Sundays Pan Amer. & Meet the Press L
6:15				
6:30		*You Are There*		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	*Let's Take A Trip* 7/17 Campbell Pride of the Family 7/10 only		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	July 17 Dateline Disneyland (See Footnote)	Am. Tobacco Prvt Sectry.		*Do-It-Yourself* L
7:45				
8:00	*Focus* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Variety Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference F			
8:45				
9:00	Emerson Drug Lentheric Inc. Chance of a Lifetime	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Stork Club*	Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		Kleenex P&G Cameo Theatre L
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	Gordon Bak. Kukla, Fran & Ollie L			
7:15				Matt Dennis Show L
7:30	Miles Labs. Daly-News	Amer. Home Prod.-News		Plymouth (3) Camel (1) Caravan L
7:45	*Greatest Sports Thrills* F	*Julius LaRosa*		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:00	Studebaker Packard Tv Readers Digest F	Carnation (alt.) Goodrich Burns & Allen L		
8:15				
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (alt. wks.) CBS-Clmba. Godfrey's Talent Scouts		Caesar Presents RCA Lee Amer. Chicle L
8:45				
9:00	Pee Wee King Show Co-op L	P&G (alt. wks.) Gen. Foods Those Whiting Girls F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
9:15				
9:30		General Foods Ethel & Albert 6/20-9/26		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One Summer Theatre L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	Tide Water Oil Daly-News			
7:30	*Talent Roundup* L	American Tobacco News L		*V. Monroe Show* L
7:45		*Songs of the Week*		Camel News Caravan L
8:00		Maytag Co. (alt. wks.) Sheaffer TBA Film Series		H. Bishop Place the Face L
8:15				
8:30	*Who Said That* L	*Music '55*	H. J. Heinz Co. Studio 57	Asso. Prods. Toni A. Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		Kleenex Summer Theatre F
9:15				
9:30	*Dollie Mack Show* L	S.C. Johnson alt. wks. Pet Milk Spotlight Playhouse L		Toni Dollar a Second L
9:45				
10:00	Ralston-Purina Name's the Same	Revlon The $64,000 Question		Truth or Consequence P. Lorillard L
10:15				
10:30		*The Search*		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

ABC

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	*Kukla, Fran and Ollie*
7:15	Miles Labs Daly-News
7:30	American Motors American Dairy Derby Foods Disneyland
7:45	
8:00	
8:15	
8:30	American Tobacco
8:45	
9:00	Pharmaceuticals Inc. Knomark (Alt. wks.) Masquerade Party
9:15	
9:30	Sheaffer Pen Brwn Wmsn (alt. wks.) Penny To A Million
9:45	
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. L
10:15	
10:30	
10:45	
11:00	Henny & Rocky Co-op L
11:15 PM	

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15		Kellogg Wild Bill Hickok		
11:30				
11:45				
12:00 N		*Winky Dink and You*		
12:15 PM				
12:30	Faith for Today	Quaker Oats Contest Carnival L		
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00				Ding Dong School L (See Footnote)
10:15		Garry Moore Show and Arthur Godfrey Time (See Footnotes)		
10:30				Borden Co. Way of the World L
10:45				*Sheilah Graham Show* L
11:00				
11:15		Colgate-Palmolive Strike It Rich L		Participating Sponsors Home L
11:30				
11:45		G.M., MWF Toni, Th Sust. on Tu Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45				
1:00		*Jack Paar Show*		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30				Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		Funny Boners L
11:15				
11:30		Armour&Co. (alt. wks.) Gen. Mills Captain Midnight F		Mr. Wizard F
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

1:30 PM – 5:45 PM

1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

EVENING

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
	Kukla, Fran and Ollie			
	Tide Water Oil Daly–News			
Matt Dennis Show L	General Mills Lone Ranger F	American Tobacco News		*V. Monroe Show* L
Plymouth News Caravan L		*Songs of the Week*		Camel News Caravan L
Kodak Request Performance F	*Soldier Parade* L	R. J. Reynolds Bob Cummings Show		DeSoto-Plymouth Best of Groucho F
Scott My Little Margie F		Chrysler Motors Climax—Shower of Stars L		Borden Make the Connection L
Kraft Foods Television Theatre L	Brillo Star Tonight			Chesterfield Dragnet F
	Greatest Sports Thrills F	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Ford Theatre F
Hazel Bishop This Is Your Life (alt. wk.) P&G	*Let's See* F	Revlon Prods. (alt. wks.) Gen. Foods Johnny Carson Show		Lever Bros. Lux Video Theatre L
Big Town A. C. Spark Div.—G.M. (alt. wk.) Lever Bros. F		Interntl. Harvester (alt. wks.) Natl. Biscuit Halls of Ivy		

FRIDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie			
Miles Labs Daly–News			
National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Matt Dennis Show L
	Julius LaRosa		Camel News Caravan L
	General Foods Pantomime Quiz		*Midwestern Hayride* L
Chevrolet T-Men In Action F	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
Greatest Sports Thrills 1954-55 F	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Best in Mystery F
Sterling Drug The Vise	General Foods Sanka Ray Milland Show Re-runs F		Campbell Dear Phoebe F
	Brown & Williamson (alt. wks.) P&G Undercurrent		Gillette Sports Film F
	American Oil, Hamm Brewing (alt. wks.) Windows		Toni So This Is Hollywood F

SATURDAY

ABC	CBS	DuMONT	NBC
Flight No. Seven F	Wrigley Gene Autry Show		
	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
Co-op Ozark Jubilee L	P&G Nestle America's Greatest Bands		The Soldiers F
			H. Bishop The Dunninger Show L
Dodge Div. The Lawrence Welk Show L	P. Lorillard Two for the Money L		*Musical Chairs* L
	P&G (alt. wks.) Whitehall Down You Go		Texaco Star Theatre J. Durante I (alt.) O'Connor F
Compass F	Liggett & Myers LaRosa Tv's Top Tunes		Here's The Show Armour (alt.) Pet Milk L
	Anheuser-Busch Damon Runyon Theatre		Am. Tobacco Warner Hudnut Your Play Time F

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

DAYTIME

SUNDAY

DuMONT	NBC
	Gen. Dynamics Corp. Youth Wants To Know L
	Frontiers of Faith L
	American Forum L
	Quaker Oats Zoo Parade L
	Tv Recital Hall L
	Heinz Capt. Gallant of the Foreign Legion F

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See Footnote)	All About Baby (See Footnote)	
	Art Linkletter's House Party (See Footnote)		
	Colgate Big Payoff MWF Sus. Tu. Th		Ted Mack Matinee L
	Bob Crosby (See Footnotes)		P&G It Pays To Be Married L
	P&G The Brighter Day		*Hawkins Falls* L
	Am. Home Pr. Secret Storm		First Love Jergens Co. L
	P&G On Your Account		Frnch. Mstc. World of Mr. Sweeney L
			Modern Romances Col.-Pal. L
	Gen. Mills Barker Bill's Cartoons W&F		*Pinky Lee Show* L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	Falstaff Brewing and Co-op Baseball Game of the Week		
ABC F'ture Horse Race L			

Explanation: Programs in italics, sustaining. Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—(July 17 only, 7:30-8:30 p.m. only) Dateline Disneyland, American Motors, Swift & Co., Gibson Greeting Card.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Scott Paper, Fri. Swift All Sweet.
10:15-30 Mon. Prudential alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Scott Paper.
10:30-45 Fri. S.O.S. alt. Toni.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Borden.

Arthur Godfrey
10:30-45 a.m. Mon.—Bayer & Black. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tu. & Thu. Dow Chemical.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Tue. Helene Curtis, Wed. & Fri. General Mills, Thu. S. C. Johnson.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tue. Toni, Thu. Swanson, Fri. S.O.S. alt. wks. Gerber.
3:45-4 p.m., M., W., Fri.—General Mills. Tue.—Scott Paper Co.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Laden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B•T TELESTATUS

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 579,904; N; $900
LANSING—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130; $200
► WJIM-TV (6) NBC, CBS, ABC; Petry; 434,050; N; $800
MARQUETTE†—
WAGE-TV (6) 4/7/54-July '55
MUSKEGON†—
WTVM (35) 12/23/52-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140.000; N; $300
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 42,743; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Headley-Reed; 54,515; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) NBC, ABC; Avery-Knodel; 110,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
HIBBING†—
KHTV (10) 1/13/54-Unknown
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) DuM; H-R; 580.000; $600
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,200
► WCCO-TV (4) CBS; Free & Peters; 584,310; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 584,310; $750
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 172,833; $200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55
HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown
JACKSON—
► WLBT (3) NBC; Hollingbery; 130,000; N; $300
► WJTV (12) CBS, ABC, DuM; Weed; 118,000; $200
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 119,420; $300
CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown
COLUMBIA—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 77,360; $200
FESTUS†—
KACY (14) See footnote
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 158,400; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair , Blair-Tv; 67,000; $200
JOPLIN—
► KSWM-TV (12) CBS; Venard; 90,558; N; $200
KANSAS CITY—
► KCMO-TV (5) ABC, DuM, CBS; Katz; 494,323; N, LF, LS; $750
► KMBC-TV (9) CBS; Free & Peters; 494,323; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 494,323; N, LS, LF; $860
KIRKSVILLE†—
KTVO (3) 12/16/53-Unknown
ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 137,393; $350
ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 785,162; N, LS, LF; $1,200
► KWK-TV (4) CBS; Katz; 725,000; N; $1,000
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 353,285; $400
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 79,793; N; $200
► KYTV (3) NBC, ABC; Hollingbery; 84,530; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 22,000; $150
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 22,500; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC, NBC; Gill-Perna; 20,000; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-Sept. '55
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, NBC, DuM; Meeker; 70,026; $200
LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 127,629; $300
► KUON-TV (*12) 81,028
OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 302,935; N; $700
► WOW-TV (6) NBC, DuM; Blair; 307,884; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
KSTF (10) 8/18/54-7/1/55 (granted STA 4/20/55)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 28,600; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 28,260; $250
► KLRJ-TV (2) See Henderson
RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 19,680; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER—
► WMUR-TV (9) ABC, DuM; Weed; 1,031,450; $250
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 58,166; $200
► KOB-TV (4) NBC; Branham; 60,545; $325
► KGGM-TV (13) CBS; Weed; 60,545; $300
CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown
ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 28,318; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Bolling; 175,000; N, LL, LF, LS; $250
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 334,090; N; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 467,649 (plus 487,659 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC, CBS, DuM; Headley-Reed; 470,436 (plus 449,474 Canadian coverage); N; $950
WTVF (*23) 7/24/52-Unknown
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 67,930; $200
ELMIRA—
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) DuM; McGillvra; 85,540; $250
NEW YORK—
► WABC-TV (7) ABC; Weed; 4.730.000; $3,7
► WABD (5) DuM; Avery-Knodel; 4,730,00
LL, LF, LS; $3,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,00
LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,
► WPIX (11) Free & Peters; 4,730,000; $1,5
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,73
N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Mee
35,500; $100
ROCHESTER—
► WHAM-TV (5) NBC, ABC, DuM; Hollingb
310,000 (plus 55,000 Canadian coverage);
$700
► WHEC-TV (10) CBS, ABC; Everett-McKin
295,500; N; $600
► WVET-TV (10) CBS, ABC; Bolling; 295,500;
$600
WCBF-TV (15) 6/10/53-Unknown
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC, ABC, CBS, DuM; NBC
Sls.; 435,600; N; $850
SYRACUSE—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 367,
N; $700
► WSYR-TV (3) NBC; Harrington, Righte
Parsons; 367,910; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Co
165,000; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000;
► WLOS-TV (13) ABC, DuM; Venard; 32
$250
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS
Sls.; 494,656; N, LS, LF; $900
WQMC (36) See footnote
DURHAM—
► WTVD (11) ABC, NBC; Headley-Reed; 245
$350
FAYETTEVILLE†—
WFLB-TV (18) CBS, NBC; Young; 4/1
8/15/55
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS; Harrington, Righter
Parsons; 323,560; N, LS, LF; $650
GREENVILLE—
► WNCT (9) ABC, CBS, NBC, DuM; Pear
109,450; $300
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Ave
Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/1
WASHINGTON†—
WITN (7) NBC; Headley-Reed; 10/27/54-9/1
WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 75,200;
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 274,706
$450
► WTOB-TV (26) ABC, DuM; H-R; 94,830;

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) CBS, ABC, NBC, DuM; Ho
Blair, Blair-Tv; 28,250; $150
KBMB-TV (12) 5/18/55-Unknown
FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters;
660; $300
GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 28,
$150
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 80,000; $300

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) CBS; 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decis
11/17/54

CINNATI—
CET (*48) 2,000
CPO-TV (9) ABC, DuM; Branham; 724,140; $850
KRC-TV (12) CBS; Katz; 662,236; N; $1,000
LWT (5) NBC; WLW Sls.; 525,000; N; $1,000
QXN-TV (54) Forjoe; 5/14/53-Unknown

VELAND—
EWS (5) ABC, DuM; Branham; 1,100,460; N; $1,050
NBK (3) NBC; NBC Spot Sls.; 1,200,000; N; LS, LF; $1,300
XEL (8) CBS; Katz; 1,100,460; N; $1,700
ERE-TV (65) 6/18/53-Unknown
HK-TV (19) 11/25/53-Unknown

UMBUS—
BNS-TV (10) CBS; Blair; 455,142; N; $825
LWC (4) NBC; WLW Sls.; 350,800; N; $480 (half-hour)
TVN-TV (6) ABC, DuM; Katz; 381,451; $600
OSU-TV (*34) 4/22/53-Unknown

TON—
HIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
LWD (2) ABC, NBC; WLW Sls.; 331,000; N; $300
IFE (22) See footnote

RIA†—
EOL-TV (31) 2/11/54-Unknown

—
IMA-TV (35) NBC, CBS, ABC, DuM; H-R; 76,211; $150

NSFIELD†—
TVG (36) 6/3/54-Unknown

SSILLON†—
MAC-TV (23) Petry; 9/4/52-Unknown

UBENVILLE (WHEELING, W. VA.)—
STV-TV (9) CBS; Avery-Knodel; 1,074,415; $400
TRF-TV (7) See Wheeling

EDO—
SPD-TV (13) CBS, ABC, NBC, DuM; Katz; 374,910; N; $850
TOH-TV (79) 10/20/54-Unknown

NGSTOWN—
FMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350
KBN-TV (27) ABC, CBS, DuM; Raymer; 151,168; N; $350

ESVILLE—
HIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

—
TEN (10) ABC; Venard; 180,000; N; $225

MORE†—
VSO-TV (12) 5/12/54-Unknown

D—
GEO-TV (5) ABC; Pearson; 206,000; N; $225

TON†—
SWO-TV (7) ABC, DuM; Pearson; 71,000; $150

SKOGEE†—
TVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

AHOMA CITY—
TVQ (25) ABC; 167,381; $225
WTV (9) CBS, DuM; Avery-Knodel; 317,000; N; $700
KY-TV (4) NBC, ABC; Katz; 338,495; N, LS, LF, LL; $800
ETA (*13) 12/2/53-Unknown
MPT (19) See footnote

SA—
OTV (6) CBS; Petry; 281,588; N; $700
VOO-TV (2) NBC; Blair; 248,000; N; $700
OED-TV (*11) 7/21/54-Unknown
CEB (23) See footnote
SPG (17) 2/4/54-Unknown

OREGON

ENE—
KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 54,000; $225

AMATH FALLS†—
FJI-TV (2) Grant; 12/2/54-Summer '55

DFORD—
BES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 27,750; $150

RTLAND—
LOR (12) ABC; Hollingbery; 276,100; N; $500
OIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
PTV (27) NBC, DuM; NBC Spot Sls., Moore & Lund; 270,198; N, LF, LS; $550
orth Pacific Tv Inc. (8) 6/23/55-Unknown

SEBURG†—
PIC (4) 6/8/55-Unknown

EM†—
SLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ENTOWN†—
FMZ-TV (67) See footnote
QCY (39) Weed; 8/12/53-Unknown

OONA—
FBG-TV (10) ABC, CBS, NBC, DuM; H-R; 537,452; $600

HLEHEM—
LEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915; $150

ERIE—
► WICU (12) NBC, ABC, DuM; Petry; 218,500; N; $700
► WSEE (35) CBS, ABC, DuM; Avery-Knodel; 74,000; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 193,002; $325
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS; Katz; 882,648; N, LS, LF; $750

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $900
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,400
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $2,500

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110; N; $1,400
► WENS (16) ABC, CBS, NBC; Petry; 480,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote

READING—
► WEEU-TV (33) NBC, ABC; Headley-Reed; 152,130; $150
► WHUM-TV (61) CBS; H-R; 219,370; $300

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 250,000; $300
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 260,000; N; $400
► WILK-TV (34) ABC, DuM; Avery-Knodel; 265,000; N; $250

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Forjoe; 97,000; $200
► WSBA-TV (43) ABC; Young; 97,000; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC, DuM; Weed; 1,404,002; N; $1,000
► WNET (16) ABC; Raymer; 103,370; $200
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 187,851; N; $300
► WUSN-TV (2) NBC; H-R; 174,602; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 80,900; $200
► WIS-TV (10) NBC, DuM; Free & Peters; 169,095; $350
► WNOK-TV 67) CBS; Raymer; 82,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 125,320; $250

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 356,470; N; $400
► WGVL (23) ABC, DuM; H-R; 113,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
KDLO-TV (3) 4/6/55-Unknown

RAPID CITY†—
KOTA-TV (3) Headley-Reed; 12/8/54-7/1/55 (granted STA 5/25/55)

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS, DuM; H-R; 137,240; $350

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 142,876; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON†—
► WDXI-TV (7) CBS; Burn-Smith; 89,786; N; $200

JOHNSON CITY—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 168,123; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 194,430; N; $400
► WTSK-TV (26) CBS, ABC, DuM; Pearson; 138,434; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS; Blair; 354,733; $700
► WMCT (5) NBC, ABC, DuM; Branham; 358,823; N; $700
WREC Bcstg. Service (3) 5/26/55-Unknown

NASHVILLE—
► WSIX-TV (8) ABC; Hollingbery; 243,200; $425
► WSM-TV (4) NBC, DuM; Petry; 243,200; N, LF, LS; $600

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 252,361; N; $550

TEXAS

ABILENE†—
► KRBC-TV (9) NBC, CBS, ABC, DuM; Pearson; 54,090; $225

AMARILLO—
► KFDA-TV (10) ABC, CBS; H-R, Brown; 72,836; $250
► KGNC-TV (4) NBC, DuM; Katz; 72,836; $250

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 127,941; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-Sept. '55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS; Young, Brown; 42,900; $150
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 481,489; N; $950
► WFAA-TV (8) ABC, NBC; Petry; 481,489; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC, DuM; Branham; 73,721; $375
► KTSM-TV (9) NBC; Hollingbery; 70,466; N; $250
KOKE (13) Forjoe; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 484,000; N, LL, LF, LS; $900
KFJZ-TV (11) H-R; 9/17/54-9/1/55

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 406,400; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC, DuM; H-R; 72,983; $200 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 415,000; N; $900 (film)
► KTRK (13) ABC, DuM; Blair; 415,000; N, LF, LS, LL; $700
► KUHT (*8) 372,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000; $175

LUBBOCK—
► KCBD-TV (11) ABC, NBC; Raymer; 82,322; N; $250
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 83,472; N; $300 (film)

LUFKIN†—
KTRE-TV (9) NBC; Venard; 11/17/54-8/31/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
Odessa Tv Co. (7) Initial Decision 11/18/54

SAN ANGELO—
► KTXL-TV (8) CBS, ABC, NBC, DuM; Venard; 41,243; $200

B·T TELESTATUS

SAN ANTONIO—
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 257,351; N; $700
► WOAI-TV (4) NBC, ABC, DuM; Petry; 256,610; N; $700
► KCOR-TV (41) O'Connell
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 121,086; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, DuM; Venard; 136,230; $260

TYLER†—
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 90,107; $200
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS, ABC; Raymer; 48,976; $150
► KWTX-TV (10) ABC; Pearson; 74,250; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; 72,983; $200 (plus 8,000 Mexican coverage)

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 96,690; N; $300
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 94,130; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100; N; $575
► KTVT (4) NBC; Katz; 174,100; N; $550
► KUTV (2) ABC; Hollingbery; 181,500; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS, NBC; Weed; 136,241; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 140,000; N; $300

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 112,363; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
► WACH-TV (33) Walker; $300 (simulcast)

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 363,658; N; $800
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Devision 12/23/54

PETERSBURG†—
WXEX-TV (8) NBC; Forjoe; 9/29/54-8/1/55

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 491,627; N, LF, LS; $875
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 353,133; N; $600
WDBJ-TV (7) CBS; Free & Peters; 3/31/55-Fall '55 (granted STA 6/15/55)

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 187,539; $200

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 54,830 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KING-TV (5) ABC; Blair; 439,900; N, LF, LS; $900
► KOMO-TV (4) NBC; Hollingbery; 439,900; N, LF; $800
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 135,150; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 120,139; N; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 135,337; $490

TACOMA (SEATTLE)—
► KTVW (13) Young; 439,900; $425
► KTNT-TV (11) CBS, DuM; Weed; 439,900; N; $700

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC, DuM; Weed; 54,830; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
WHIS-TV (6) Katz; 10/29/54-8/1/55

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402, 584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC, ABC; Katz; 577,773; N, LF, LS; $800
WHTN-TV (13) ABC; Petry; 9/2/54-9/25/55 (granted STA 6/16/55)

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 306,000; $200

PARKERSBURG†—
► WTAP (15) ABC, NBC, DuM; Pearson; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 307,000; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 95,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 104,500; N; $250
► WMTV (33) ABC, NBC, DuM; Bolling; 125,000; $200
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N; $700
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 777,901; N, LL, LF, LS; $1,150
► WISN-TV (12) ABC, DuM; Petry; 550,000; N, LF, LS
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 110,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, ABC, NBC, DuM; Meeker; 67,800; $200

WHITEFISH BAY†—
Independent Tv Inc. (6) Initial Decision 6/2/55

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 15,500; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 17,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $100
► KTVF (11) CBS, DuM; Alaska Radio-Tv Sls.; 3,500; $135

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Wright; 77,500; $405
► KONA (11) NBC; NBC Spot Sls.; 72,500; $300
► KULA-TV (4) ABC, DuM; Young; 72,500; $300

WAILUKU†—
KMAU (3) 1/19/55-Unknown (Granted STA April 8)
KMVI-TV (12) 5/25/55-Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; $300
WUTV (*6) 2/2/55-Unknown

CANADA

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, 18,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Can Young; 348,425; $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,00

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, 112,000; $350

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, All-Canada, Weed; 100,780; $370

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216;
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; $220

PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC Canada, Weed; 18,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 12,0

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada, Weed; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep., Young; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; All-Canada, 7,500; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC Canada, Weed; 17,265; $200

SYDNEY, N. S.†—
► CJCB-TV (4) All-Canada, Weed; 17,935

TORONTO, ONT. —
► CBLT (9) CBC, ABC, CBS, NBC, DuM 280,000; $950

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402; $500

The following stations have suspended operations but have not turned in CP's: TV Mobile, Ala.; KBID-TV Fresno, Calif.; (TV) Stockton, Calif.; WQXI-TV Atlan WOKA (TV) Macon, Ga.; WRAY-TV Pr Ind.; KGTV (TV) Des Moines, Iowa; WK Louisville, Ky.; WLAM-TV Lewiston, Me.; (TV) Portland, Me.; WFTV (TV) Duluth WCOC-TV Meridian, Miss.; KACY (TV) Mo.; WFPG-TV Atlantic City, N. J.; WRT Asbury Park, N. J.; WTRI (TV) Albany WTVE (TV) Elmira, N. Y.; WQMC (TV lotte, N. C.; WIFE (TV) Dayton, Ohio; (TV) Oklahoma City; KCEB (TV) Tulsa WFMZ-TV Allentown, Pa.; WLBR-TV L Pa.; WKST-TV New Castle, Pa.; W Pittsburgh, Pa.; KNUZ-TV Houston, Tex (TV) Tyler, Tex.; WBTM-TV Danvill WKNA-TV Charleston, W. Va.; WJPB-T mont, W. Va.; WCAN-TV Milwaukee.

Let's build them now!

THIS is the season of the year when millions of Americans go vacationing in the family car.

Most of them are good, careful drivers who obey traffic regulations and the rules of the road. And yet, a shockingly large number of them will be killed or painfully injured in highway accidents.

Why?

Principally because we are trying to drive 1955 model cars over 1925 model roads.

As a result, here in a country where one out of every seven workers is employed in the motor transportation industry, where about 53,000,000 motor vehicles will, this year, travel some 525,000,000,000 miles, precious lives are being lost at the rate of 36,000 a year.

Today, we, as a nation, are facing a serious traffic situation. There is now one car to every 700 feet of every lane in each direction of every street and highway in the United States. According to estimates, our present out-of-date highway system is costing us nearly $10,000,000,000 annually in property damage, loss of time and higher transportation costs. And all we are getting for our money is delay, irritation, injury and death. Now, we must make up for our neglect of highways, and we must act quickly.

Even if you do not own an automobile, you have a vital stake in our highway system. Some 77% of the country's freight, including a very large percentage of the food you eat, the clothes you wear, the tools you use and the raw materials needed by the nation's factories is transported over the streets and roads of our country by motor vehicles. Any break-down in this system of supply may have a serious effect on our way of living.

If you do own an automobile, you know from experience that you are seldom able to use the excellent performance that was built into your car. In the city, except on expressways, you are slowed down by stop signs, traffic lights and speed laws, not to mention bumps in the pavement, chuck-holes and other hazards. Out in the country, where faster travel may be possible, you frequently find yourself creeping along with no room to pass, stalled at traffic bottlenecks or slowed to a walk by pitted pavements.

It will take the combined efforts of all Americans to correct this situation. Congress and the State Legislatures have before them a number of bills which could help give our country and its people the road system it must have.

A most effective way to get quick action is to write your Senators and Representatives both in Congress and in your State Legislature and tell them that you want them to vote to give the United States a system of streets and highways that will not merely meet today's needs but also take care of the traffic volume for years to come.

And, above all, tell them that you want action NOW! Every day of delay costs the lives of nearly 100 of your fellow-Americans. Better highways will save lives. And among the lives they save may be your own.

America's future progress depends on better and safer highways. Let's build them NOW!

Harvey S. Firestone, Jr.

THE FIRESTONE TIRE & RUBBER COMPANY

IS DE-INTERMIXTURE NEEDED? FCC MUST ANSWER QUESTION

Commission, after two-day hearing last week, is faced with deciding whether or not to delete the single vhf allocations in Albany, Evansville, Hartford, Madison and Peoria. Uhf-only attorneys say FCC must protect uhf 'islands' to keep them alive. Vhf says uhf is firmly enough entrenched in the markets to compete with it.

SHOULD there be de-intermixture in cities where uhf stations are operating and no vhf station has yet been granted?

If there should, must all such cities be made uhf islands or can the move be made in only a few such communities?

Will uhf die away completely if the present intermixture of vhf and uhf in cities is continued?

Can uhf continue, even if protected from local vhf competition?

Must there be a freeze? Is a new allocation study for tv necessary? How immediate must there be a decision on this admittedly complex problem?

These are the questions with which the FCC is grappling this week following an intensive two-day *en banc* hearing last Monday and Tuesday on whether or not to delete the sole vhf allocation to five cities.

Four of the cities involved have no vhf station on the air; in the fifth there is a vhf station operating. In the four bellwether cities, hearings have been completed and in some cases an initial decision has been issued for the sole ungranted vhf channel.

The cities involved are Albany, N. Y.; Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill.

Except for Albany, these cities put the de-intermixture argument directly into the FCC's lap. In Albany there are two proposals—one to de-intermix by forcing an existing vhf (WRGB [TV] Schenectady, General Electric's pioneer television outlet) to move to a uhf channel, or, two, to "drop-in" ch. 10 to the community of Vails Mills, N. Y., in the Albany area. (For an outline of just what is proposed in the various cities, see adjacent box.)

The key argument made by attorneys for uhf stations last week is this:

If the FCC wants to keep uhf alive, it must protect the present uhf "islands" from vhf competition. Vhf entry into these markets will be lethal to uhf outlets, advocates of unmixing proclaimed, for it will cause uhf stations to lose network affiliations and national business, thus forcing them out of business. This will leave many communities with a single vhf outlet, a "monopoly" situation abhorrent to the public interest, they maintained.

In that event, uhf advocates asserted, de-intermixture will be an accomplished fact no matter what the FCC does; there just won't be any uhf.

The ramifications of the two-day hearing extended to the point where a program for maintaining uhf "strongholds" in 23 areas among the top 100 markets was submitted for FCC consideration. Involved are the deletion of 14 channels in 13 markets.

The opposition from vhf interests to making any such moves hits at these arguments. They claimed:

(1) There is no need to unmix these markets since uhf is already firmly entrenched and should be able to live with one vhf outlet; (2) without vhf transmitters, many people in what are now fringe uhf areas will never get tv service; (3) the fair and equitable distribution clauses of the Communications Act will be violated because a city with all uhf outlets is not the equal of a city with vhf stations.

This last argument is based on the premise that uhf technically is not as good as vhf.

One attorney declared that if the vhf allotment is deleted from his client's city, it will make "second class citizens" of those people.

Another attorney formally questioned the legality of de-intermixture on a selective basis on the ground that this move was for private benefit, not public betterment, and also that the law requires an affirmative showing must be made that another city needed the vhf channel more than the community to which it was presently allocated.

The overall de-intermixture plan, submitted by James A. McKenna, attorney for a group of New England uhf stations, proposes maintaining the following markets as all commercial uhf, or with not more than one grade A vhf service:

Uhf only — Allentown-Bethlehem-Easton, Pa.; Scranton, Pa.; Wilkesbarre, Pa.; Springfield-Holyoke, Mass.; Springfield-Decatur, Ill.; Peoria-Bloomington, Ill.; Evansville, Ind.-Henderson, Ky.; Fort Wayne, Ind.; Madison, Wis.; Youngstown, Ohio-New Castle, Pa.; Fresno-Tulare, Calif.; South Bend-Elkhart, Ind.

One grade A vhf signal—Hartford-New Britain-Waterbury, Conn.; Albany-Schenectady-Troy, N. Y.; Norfolk, Va.; Jacksonville, Fla.; Miami-Fort Lauderdale, Fla.; Harrisburg, Pa.; York, Pa.; Reading, Pa.; Raleigh-Durham, N. C.; New Orleans, Beaumont-Port Arthur, Tex.

This would involve the deletion of the ungranted vhf channels in Hartford, Fresno, Peoria, Jacksonville, Springfield (Ill.), Evansville, Hatfield (Ind.), New Orleans, Raleigh, Norfolk, Port Arthur and Madison, and of two ungranted vhf channels in Miami.

These 23 areas encompass 66 uhf stations and 8 million families, Mr. McKenna declared.

In addition, Mr. McKenna emphasized, the vhf channels deleted from the first 13 markets could be used to make other areas all-vhf, thus accomplishing further de-intermixture.

He suggested that the deleted vhf allocations go to Providence, R. I.; Bakersfield, Calif.; Tampa-St. Petersburg, Fla.; Rock Island-Davenport-Moline, Ill.; St. Louis, Mo.; Terre Haute, Ind.; Baton Rouge, La.; Pensacola, Fla., and Rockford, Ill.

This proposal would accomplish the following, Mr. McKenna stated: (1) Maintain and create a substantial number of uhf "strongholds;" (2) maintain competitive local tv in as many markets as possible; (3) save as many uhf stations as possible and preserve investments in station equipment and by the public in receiving equipment; (4) maintain enough uhf stations to justify continuing manufacture and improvements in uhf receivers and transmitters, removal of the excise tax on uhf sets, and the retention of the 70 uhf channels.

The premises of this plan, Mr. McKenna

Separating the Vs From the Us

THESE are the cities and the various de-intermixture proposals argued last week:

Albany—Change educational reservation from ch. 17 to ch. 6 (now occupied by General Electric's WRGB [TV] Schenectady), or, alternatively, allocate ch. 10 to Vails Mills, N. Y. (Albany area).

Favoring first proposal was ch. 35 WTRI (TV) Albany, now off the air. Opposing first proposal was WRGB.

Favoring second alternative was ch. 41 WKOW-TV Albany, opposed by WTRI.

Evansville—Change educational reservation from present ch. 56 to sole vhf ch. 7; also delete ch. 9 from Hatfield, Ind. Also move chs. 7 and 9 to Louisville, and ch. 13 from Bowling Green, Ky., to Louisville.

In favor were ch. 62 WFIE (TV) Evansville, ch. 50 WEHT (TV) Henderson, Ky., and ch. 21 WKLO-TV Louisville (not now on the air).

Opposing were Evansville Tv Inc. and WGBF Evansville, applicants for ch. 7 there, and WVJS and WOMI Owensboro, Ky., applicants for Hatfield's ch. 9. Evansville Tv Inc. holds an initial decision for ch. 7 there. Also opposing the switch was Rep. Winfield K. Denton (D-Ind.).

Hartford—Switch educational reservation from present ch. 24 to the single vhf ch. 3 there; or move ch. 3 to Westerly, R. I. (Providence area), or to Norwich, Conn., or to New London, Conn.

In favor of this unmixing in Hartford were ch. 18 WGTH-TV Hartford, ch. 30 WKNB-TV New Britain (whose sale to NBC is pending FCC approval), ch. 55 WHYN-TV Springfield-Holyoke and ch. 22 WWLP (TV) Springfield, Mass.

In favor of the various moves to other cities were ch. 16 WNET (TV) Providence, WICH Norwich and ch. 26 WNLC-TV New London.

Oppositions were entered by WTIC Hartford and Hartford Telecasters Inc., applicants for Hartford's ch. 3, and ch. 59 WELI-TV New Haven. WTIC holds an initial decision for ch. 3. WELI-TV only objected to one proposal to replace Hartford's ch. 3 with a uhf which would require it to move from ch. 59 to ch. 75.

Madison—Change educational reservation from present ch. 21 to the only vhf ch. 3; assign ch. 3 to Orangeville, Ill. (Rockford area); move ch. 39 from Rockford to Madison; move Rockford's ch. 13 (now occupied by WREX-TV Rockford) to Aurora, Ill., substitute ch. 51 therefor.

Favoring were ch. 27 WKOW-TV and ch. 33 WMTV (TV) Madison, and ch. 39 WTVO (TV) Rockford.

Opposing were WIBA and WISC Madison, applicants for Madison's ch. 3, and WREX-TV Rockford. WIBA Madison holds an initial decision for Madison's ch. 3.

Peoria—Change educational reservation from presents ch. 37 to sole vhf ch. 8 or delete entirely.

Favored by ch. 43 WEEK-TV and ch. 19 WTVH (TV) both Peoria, and ch. 20 WICS (TV) Springfield, Ill., which wants ch. 8 assigned to Illiopolis, Ill. (Springfield area) and ch. 2 moved from Springfield to St. Louis and Terre Haute, Ind.

Opposing were WIRL and WMBD Peoria, the former having an initial decision for ch. 8 there.

said, are three: (a) No matter what the size of the market, uhf cannot compete against two or more local vhf stations or strong vhf signals from the outside; (b) uhf can survive in markets of sufficient size where no more than one local vhf station or one strong outside vhf signal is present; (c) in smaller markets, a single local vhf outlet or a single strong vhf signal is fatal to uhf.

The FCC commissioners, all present except Comr. Frieda B. Hennock whose term expired Thursday, seemed torn between reluctance to make the moves requested and desire to do something to help uhf.

Chairman George C. McConnaughey repeatedly asked advocates of de-intermixture why uhf stations could not compete with a single vhf outlet. He referred each time to the proposition advanced by Harry Plotkin, former FCC assistant general counsel, in his report to the Senate Commerce Committee that uhf could "live" with a single vhf competitor.

Comr. John C. Doerfer expressed vital interest in the prospective "white" areas—where, allegedly, people will not receive uhf signals but would receive vhf signals.

Comr. Robert T. Bartley seemed most concerned with the effect of de-intermixture on the fair and equitable distribution of broadcast facilities among the states and communities (Sec. 307 [b] of the Communications Act).

Comr. Robert E. Lee was intrigued with the "Madison Avenue philosophy" argument advanced by uhf proponents. This view holds there is unreasoning discrimination against uhf in favor of vhf by advertisers and agencies.

Comr. Edward M. Webster questioned various advocates and opponents on the purported technical differences between vhf and uhf.

The principle of "selective de-intermixture" was put forward by the FCC during several appearances before the Senate Commerce Committee last year and this on the question of what to do to help uhf television.

In its 1952 final order which opened up 70 channels in the uhf band (470-890 mc) in addition to the existing 12 vhf channels (54-216 mc) in order to have sufficient channels for a "nationwide, competitive television service," the FCC purposely intermixed vhf channels with uhf channels in the hope it would aid uhf in quickly establishing itself.

This was found to be in error soon after the first uhf outlets began operating. It was quickly learned that uhf stations lacked audience in existing vhf markets. This in turn led to difficulties in securing network affiliations, national advertising and even local advertising.

Tv set owners seemed uninterested in converting for uhf reception (at costs ranging from $50 to $125 in some cases) except in those instances where uhf brought the second or third signal to the area. Where uhf brought the first signal to a community, obviously, prospective viewers made sure they bought receivers equipped to receive uhf transmissions.

Since the FCC began making grants in July 1952 following the lifting of the 45-month-long freeze on tv application processing, it has granted 324 commercial uhf outlets, according to FCC statistical sources. Of these, 115 have surrendered their authorizations. Fifteen of these at one time had been operating.

Of the 209 outstanding construction permits as of June 11, 104 were on the air. Of the remaining 105 not operating, 31 at one time had been on the air but ceased telecasting, reverting to CP status. In the last two weeks two more uhf stations have gone dark, and one suspended for 60 days change in frequencies.

In 1952, there were six uhf stations on the air, the FCC reported. In 1953 this rose to 121;

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Hoover Recalls Early Days

"WE COULD no more give away a radio channel than we could give away a river," former President Herbert C. Hoover said Thursday at a news conference held as his Commission on Organization of the Executive Branch of the Government went out of operation.

Concluding the commission's work, he reminisced of the early days of radio following a query by Charles von Fremd, CBS White House correspondent. Mr. von Fremd carried some of these recollections on the CBS Radio news roundup Friday morning.

Ex-President Hoover recalled that in the early 20s, shortly after he took office as Secretary of Commerce, radio grew from two stations and 40,000 sets to 300 stations and 2 million sets within a single year. Expansion continued at a rapid pace, he said, resulting in a conference with broadcasters.

At this conference, he said, it was agreed he should assign wavelengths. "We had a lot of fun during that period as radio came of age," he said, recalling that some broadcasters did not stick to wavelengths.

in 1954 the figure was 117, and as of June 11, it was 104. Uhf stations have lost $10 million in investments, it has been reported.

Since last year, when the FCC appeared before the Senate Commerce subcommittee investigating the uhf problem (Sen. Charles Potter [R-Mich.], chairman), the FCC has taken or proposed a number of steps to alleviate the plight of uhf. Some of these are:

(1) Operation without requiring local program origination.

(2) Operation with power as low as 100 w and no antenna height minimum.

(3) Permission to use 5 million watts power for uhf stations only.

(4) Change in the multiple ownership rule to permit one entity to own seven tv stations, but not more than five in the vhf band.

(5) Proposal to permit co-channel boosters to fill in shadow areas.

(6) Proposal to limit antenna sites to not more than five miles from the boundaries of the principal city to be served.

(7) Amendment of its chain broadcasting rule to prohibit network affiliation exclusivity outside single markets.

(8) Proposal in one of the subscription tv petitions to confine pay tv authorizations to uhf stations for first three years.

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In addition there has been mention from time to time that the Commission was thinking about imposing a freeze on further vhf authorizations until it could determine exactly what to do about uhf. The latest in this direction was a formal petition by the Uhf Industry Coordinating Committee asking for a 90-day "chill."

Other questions posed at the hearing:

• Would there be "white" areas or wouldn't there be "white" areas if communities become all-uhf? This became the subject of heated argument between proponents and opponents of de-intermixture plans. Using FCC curves and standards, opponents "proved" that large segments of population within the normal market contours would be unserved by uhf stations; uhf operators claimed that with increased power and antenna height they would serve these areas of their markets.

The Peoria uhf stations ran a 900-interview survey in the alleged "white" areas, which showed, they said, that 400 such families already had tv receivers and watched uhf.

• If there actually are unserved people, should the Commission concern itself with seeing that they get service, even though only one station can operate in the market, or should it be more concerned with a multiplicity of services to fewer people.

• If the Commission doesn't do something for uhf soon, the FCC was warned, it will be faced with mounting pressures for squeezing more vhf frequencies into cities. This will involve lessening the mileage separation criteria, the use of directional antennas, low power, etc. It will make the de-intermixture question look simple in comparison, it was stated.

• In the Evansville argument, it was claimed that deleting the vhf channel would cost the public more than $14 million over what it would cost if the vhf channel was retained there. This is based, it was said, on the fact that all in the Evansville area would have to spend extra money to convert. And, it was also charged, making Evansville, an all-uhf market would cost the public an additional $3 million yearly for service over what it would cost if the vhf frequency was left in that area.

The converse of this argument was made by the Louisville spokesman, Michael H. Bader, who said more than $3 million had been spent on conversions and this was already money down the drain in this market.

• In answer to the argument that the uhf stations were established in what could be called saturated uhf markets and should be able to compete with a late-coming vhf outlet, uhf advocates said that experiences in Mobile, Ala.; Stockton, Calif.; Battle Creek, Mich., and Asbury Park, N. J., showed that this was in error.

• Strong words were spoken by opponents of the proposed changes. Arthur Scharfeld, attorney for WISC Madison, Wis., declared, "If uhf can't stand on its own feet after two years of operation and virtually 100% saturation, then it can't work anywhere."

Vincent B. Welch, spokesman for the Evansville and Owensboro applicants, recalled the history of radio where large, powerful stations blanket their regions yet local independents successfully operate within these same areas. He expressed the thought that that may be the future of uhf stations, "and if it isn't, then get rid of them [the uhf outlets]."

• Selective de-intermixture will prove to be a mirage, said Mr. Scharfeld. It must be done on a nationwide basis or not at all, he declared. The sole remedy for uhf, if the Commission feels it must do something to bolster that band, is for the Commission to re-evaluate the principles of its allocation table, he continued.

• De-intermixture, declared John Southmayd, attorney for a prospective Vails Mills ch. 10 applicant, "is a private Marshall Plan for the perpetuation of some uhf stations."

• It was pointed out that there are 42 markets where there is a single vhf allocation among additional uhf assignments. Of these 37 have the vhf on the air. Therefore, if the vhf is deleted from Albany, as proposed, it must be done to the 37 other cities or not at all, the WRGB attorney, Philip J. Hennessey, warned.

The uhf position was dramatized by Benito Gaguine, counsel for several uhf stations, who declaimed: "The question is not who killed uhf, the question is that you have a dying patient and what are you going to do about it?"

• Arguing against the drop-in of ch. 10 to Vails Mills, N. Y., WTRI (TV) Albany attorney Paul A. Porter, former FCC chairman, charged that the community does not have a post office and therefore falls outside the FCC's rules regarding allocations. The Commission uses the post office site of cities and communities as benchmarks for distance measurements.

ECONOMIC PLIGHT CITED AS READING UHF QUITS

WEEU-TV suspends, holding on to permit. Station points to high operating cost and lack of advertising support.

HIGH operational costs and "apathy" on the part of the national and network advertisers to provide sufficient "support" were cited Thursday by the management of WEEU-TV Reading, Pa., in a statement announcing suspension of operation of the two-year-old uhf ch. 33 station.

WEEU-TV, licensed to Hawley Broadcasting Co. (WEEU), owned 99% by Reading Eagle Co., publisher of *Reading Eagle*, went on the air April 15, 1953. It was affiliated with ABC-TV and NBC-TV.

The station asked the FCC for permission to cease operation for six months while a "study and analysis" is made on whether it was possible to resume operations "at a later date on a more sound and stable basis."

WEEU-TV said the decision to cease operation was made only "after serious, careful and long deliberation." It said the station had attempted to "provide community service" in the Reading and Berks County area augmented by affiliation with two top tv networks.

The discontinuance of service affected a total of 22 staff people, it was noted. Hawley Quier is president of Hawley Broadcasting Co. and Thomas E. Martin is general manager and executive vice president.

While the station mentioned lack of enough national and/or network advertising to sustain its operation, the statement also noted that it did not "desire nor intend" to "lay blame" for the suspension "on the doorstep of any individual or group."

Problems facing the operations of uhf stations across the country, WEEU-TV noted, have been "varied and complex." It declared that "competitive factors in regard to viewing habits," lack of opportunity "to be on every tv dial" were only "part of the story." The "electronic curtain has been drawn," the station said, adding that outlet to the "long list of uhf stations across the country which have found it necessary to withdraw from operation" because of the "economic instability that is plaguing uhf."

WHUM-TV operates in Reading on ch. 61. Reportedly signals also can be received in the Reading area from WGAL-TV Lancaster, Pa. (ch. 8) and from Philadelphia's WCAU-TV (ch. 10), WFIL-TV (ch. 6) and WPTZ (TV) (ch. 3).

Stanton Claims 'Post' Does Radio-Tv Injustice

CBS president takes issue with editorial that raises question of broadcaster favoritism in choosing candidates for 'equal time' shows.

A RECENT Washington *Post & Times Herald* editorial "inadvertently" does the broadcaster a "very serious injustice" in implying that he is "not to be trusted" in handling news and public affairs functions, CBS President Frank Stanton said last week in a letter to the newspaper.

In the same issue in which the *Post* printed Dr. Stanton's letter (last Monday), the newspaper in a further editorial said it still believes the CBS president's proposal—to amend the Communications Act's "equal time" provisions for political candidates to allow the broadcaster to determine which candidates may appear on news, interview-type and "similar" shows—"is too narrow in scope to meet the entire need." Bills implementing the Stanton proposal have been introduced in the House by Rep. Oren Harris (D-Ark.) [AT DEADLINE, June 13] and by Sen. Frederick G. Payne (R-Me.) [AT DEADLINE, June 27].

The *Post* had commended the purpose expressed by Dr. Stanton in his statement to CBS-TV affiliates in May: To allow the station or network to present candidates of the major parties on news, interview, panel, debate and similar type programs in which the broadcaster determines the format, production and participants, but not be under obligation to present candidates of minority and splinter parties as presently required under the "equal time" provisions [B•T, June 20]. But the newspaper had said the proposal was deficient in that it would "raise the possibility of favoritism (by the broadcaster) for one candidate through repeated appearances" on such programs.

Restraints on Broadcasters

Dr. Stanton in his letter last week told the *Post*, "I am sure that you do not believe the broadcaster's functions should be hobbled by legislation based on distrust of his basic fairness. . . .

". . . In any event, it seems to me that there are less harmful and far more powerful and sure safeguards than Sec. 315 ("equal time" section) against the kind of one-sided unfairness which you fear. . . . If during the course of a campaign, or at any other time, a broadcaster were to be so flagrantly unfair as to favor one candidate through repeated appearances on public-affairs programs, the public and the political parties would be quick to react.

"Such favoritism cannot be exercised invisibly. If it were in fact effective favoritism, it would be there for all to see. A broadcaster simply could not long survive the public ill will which such favoritism would justifiably create."

Another safeguard against such favoritism, Dr. Stanton said, is the "basic ground rules" of the Communications Act, requiring a broadcaster to operate in the public interest. CBS, he said, has always interpreted these rules to include the airing of "all significant viewpoints on any public controversial issue." He said broadcasters always have observed the public interest provisions and that even if Sec. 315 were wholly repealed, this requirement would remain.

The *Post* editorial replying to Dr. Stanton's letter said the question of how best to promote more free time for candidates of the two major parties, thus relieving part of the "enormous burden" of campaign expenditures, is one "on which reasonable persons can differ."

The editorial said a "case" might be made that the Communications Act's restrictions are outmoded; that the law imposes standards of conduct that "in a sense are limitations on the right of free expression," whereas, newspapers are under no such restrictions. Even if radio-tv audiences could provide a check on broadcasters' fairness in political matters, the *Post* said, it is doubtful whether one portion of the law can be amended to place the responsibility on management "without overhauling the entire philosophy of the Act."

The *Post* said the dignity of the presidential office argues that candidates themselves should determine the format of the program regardless of the type of program, however impartial it might be. "The real need," the newspaper continued, "is to make it possible for stations to grant free time to Republican, Democratic and major third party presidential candidates to use as they see fit." The barrier to this, the *Post* said, is the legal requirement that equal time must be provided to "every fly-by-night who calls himself a candidate." The newspaper then mentioned its earlier suggestion that the equal-time principles might be made to apply only to candidates of parties which polled at least a million votes at the last election or can muster 200,000-300,000 signatures on a petition.

Regarding "some talk in Congress of an amendment to *require* stations to give free time to all legally qualified candidates," the *Post* said, "This, we think, goes overboard in the other direction," would make the law less instead of more flexible and might impose a heavy burden on both broadcasters and audience. "The main objective," the *Post* concluded, "should be to permit broadcasters to do what they are willing and anxious to do—accommodate radio and television to present-day political needs."

Millers Buy WHIM Providence From Inter-City for $469,000

INTER-CITY Broadcasting Co., licensee of WHIM Providence, R. I., last week filed an application with the FCC for transfer of control and assignment of license to Intercity Broadcasters Inc., for a consideration of $469,000 [CLOSED CIRCUIT, June 13].

Principals in Intercity are Frank W. Miller and his wife. Mr. Miller is a director of Headley-Reed Co. (station representative), vice president, WSAR Fall River, Mass., and a minority stockholder in WKOW-AM-TV Madison, Wis. Mrs. Miller was formerly an account executive with Fuller & Smith & Ross (adv. agency).

In its filing with the Commission, Inter-City listed its current assets at $129,000 and its total assets at $189,000. The WHIM plant, allowing for depreciation, was valued at $12,000. Current liabilities were put at $15,000.

The station's balance sheet for April of this year showed a gross profit of $28,000 and a net profit of $11,000. May figures were: gross profit, $26,000; net profit, $11,000.

The purchasing firm, newly-organized, submitted no balance sheet.

Present co-managers will remain until a merger arrangement with WPRO-TV Providence (ch. 12) is completed.

Sale was handled by station brokers Blackburn-Hamilton Inc.

Ted Long, Radio-Tv Veteran, To Head Voice's Tv Division

FREDERICK A. (TED) LONG, executive vice president of Continental Pictures Inc. and a 25-year veteran of the radio-tv industry, joins the U. S. Information's Voice of America tomorrow (Tuesday) in the newly-created post of chief of the Voice's television division.

MR. LONG

Theodore C. Streibert, USIA director, said Mr. Long will head the Voice's overseas television activities under the direction of J. R. Poppele, director of broadcasting. Mr. Streibert said VOA plans to more than double its tv activities in the next 12 months.

Some 12 countries used the Voice's first tv news show, while today 28 tv stations in 20 countries with an estimated audience of 25 million viewers use it and ask for more, Mr. Streibert said. He said VOA estimates viewers will double by the end of next year and that VOA tv material will be on 66 stations in 25 countries.

VOA plans to expand its present world-wide weekly newsreel to a twice-weekly regionalized service, with distribution of kinescope of major policy statements by the President and Secretary of State and production for the first time of tv films and kinescopes on specific themes and objectives of the information program.

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Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield,Mass.	WTXL
Indianapolis	WXLW	Stockton,Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
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FEE-TV OPPOSITION MOUNTS POLL SHOWS

FCC defers deadline for reply comments from July 11 to Sept. 9. 'Herald-Tribune' poll shows three out of four are opposed to the pay principle.

THE FCC last week postponed the deadline for reply comments on pay-tv from July 11 to Sept. 9 as anti-fee sentiment started to increase.

The action came after the movie exhibitor-backed Joint Committee on Toll Tv requested the postponement, and other parties agreed [B•T, June 27]. Other developments:

• The *New York Herald-Tribune* reported that 76% of those who responded to a questionnaire indicated opposition to the fee-tv principle.

• Ben Abrams, president of Emerson Radio & Phonograph Corp., told distributors that pay tv would "kill the goose that laid the golden egg."

The *Herald-Tribune's* announcement was made after 1,650 questionnaires (published June 12 in its *Tv & Radio Magazine* supplement) were returned. The newspaper announced that 76% of the respondents said they were unwilling to pay for special programs and 24%—most with qualifications—said they were willing.

Average money the willing viewers would pay per week was $2.46, the *Herald-Tribune* said. The lowest figure was 25¢ and the highest $35.

Most declined to specify the program types they would pay to see. But of categories specified these were the percentages: Sports, 15; theatre, 28; opera, 15; first-run films, 25. Asked if a combinaton of today's tv with that under subscription would be preferred, 27% said yes but 73% said no or did not answer.

The most recurring qualification expressed by those who would pay for tv was that commercials would have to be abolished. Many opposed to toll tv said their economic position was marginal and thus would have to give up tv viewing if it was necessary to pay. A segment of respondents said they enjoyed commercials.

Also discovered by the *Tribune*: Average hours per week the tv set is on is 27 hours with "normal extremes" running from 10 hours to 92 hours. Asked if viewers would pay for current attractions without commercials, 11% said yes and 89% said no or gave no answer. Most objections to pay tv, the paper found, narrowed down to the proposition that after spending "several hundred dollars for a television set . . . [and] install it in their own house . . . somebody has the nerve to suggest that they have to start putting coins into it in order to watch it."

Mr. Abrams told a distributor sales meeting in New York that pay-as-you-see tv would at first bring in a few programs, such as new movies, not ordinarily seen. The next step, he said, would be for top network shows to go fee-tv. This would decrease audiences, he said, and reduce the quality of sponsored tv.

"Tv would then no longer have the same appeal and would be definitely detrimental to sales," he said. He called on distributors to express themselves to their Congressmen "to see that the air remains free and in the public domain as it should be."

"If subscription tv gets a foothold," he said, "the distributor and the dealer may well find himself with a declining sales picture."

Need for Sufficient Stations

First-run movies will begin appearing on free tv, Mr. Abrams said, when there are as many as 2,000 stations on the air. One way to do that, he said, is to remove or reduce the excise tax on all-channel tv receivers.

Edgar Kobak, WTWA Thomson, Ga., radio-tv consultant, and former MBS president, repeated his request to the FCC that the question of subscription tv not be decided without also considering radio.

"One cannot be free and the other part-pay, part-free," Mr. Kobak wrote. He asked that the issues be enlarged to include all phases of broadcasting.

He also suggested that the Commission examine whether charges should be made per program or on the use of sets, by the day, month or year. "If broadcasting goes paid," Mr. Kobak asked, "should the government charge for licenses?"

Mr. Kobak, who unsuccessfully authored a proposal to have NARTB go on record asking FCC to incorporate the question of radio in its subscription tv considerations, concluded his letter to the FCC as follows:

"Study the effect on a national emergency with a part-paid, part-free or all-paid system. Would a change in the present system handcuff our greatest means of mass communications?"

In a letter to the *New York Herald-Tribune*, John V. L. Hogan, electronics engineer and consultant to the Joint Committee on Toll Tv, took issue with reports that Telemeter's use of a second program on a single tv channel [B•T, June 13], betokened the possibility of using a single tv channel for two programs.

Mr. Hogan called attention to the qualifications which Telemeter expressed in discussing that possibility, and called the idea "highly speculative." He concluded, "There is no early prospect of sending two complete television programs, one free to all set owners and the other offered for sale to those who have decoders, over a single channel."

New York Convicts Tv Bait-Switchers

NEW YORK's eight-month-old crackdown against bait-and-switch advertising on tv brought a first conviction Wednesday.

Convicted were a Queens sewing machine company and three of its officers. Edward S. Silver, Kings County district attorney, predicted this would have a wide effect on future advertising in radio and tv.

Hugh R. Jackson, president of the city's Better Business Bureau, quickly charged that BBB investigations disclosed that the three principals convicted of fraudulent advertising on the airwaves were still doing bait-and-switch sewing machine business under a different company name via advertising on two tv stations even while their trial was in progress.

The three men, officers of Atlantic Sewing Stores Inc., were Aaron Glubo, Robert B. Epstein and Seymour Exelberth. They and their company were convicted in Brooklyn Special Sessions Court after a two-week trial on charges of violating Section 421 of the Penal Law. That statute prohibits the making of fraudulent or misleading statements over the air about products offered for sale to listeners.

The inquiry into bait advertising on tv and radio was first begun some eight months ago by the Rackets Bureau of the Kings County district attorney's office.

The court's decision was unanimous. The convictions could bring a maximum penalty of a $500 fine on the company, $500 on each individual and a three-year jail sentence. There was no date for sentencing.

Mr. Jackson, in praising law enforcement authorities for "painstaking investigation and vigorous prosecution" of the case, described the conviction as "an important step forward in the battle against 'bait' advertising tactics."

But, he warned, salesmen for an organization operated by the same principals were engaging in the same type of practices for which the Atlantic Sewing Stores and its principals were tried and convicted. The "come-on" advertisements, he said, were being aired on tv stations "at the very moment that their trial for the same practices was in progress."

KOAT Asks Shift to 920 kc After 860 kc Grant Protested

KOAT Albuquerque, facing hearing July 25 over its new operation on 860 kc as the result of a protest by adjacent channel KOA Denver (850 kc), last week filed application with FCC for switch to 920 kc. KOAT has won approval from the Commission for permission to continue on 860 kc until midnight this Saturday to advise listeners it is returning to its licensed operation of 250 w fulltime on 1240 kc.

Granted switch in 1954 to 860 kc with 1 kw day, 500 w night directional, KOAT now seeks the same operation on 920 kc but with changes in the night directional. KOA's initial protest was turned down by FCC, but the Denver station went to court and won a remand to the Commission. FCC then set aside the effective date of KOAT's permit for 860 kc, set the application for hearing and ordered KOAT to return to 1240 kc.

FOUR TV SALES NET NEARLY $2 MILLION

KTVH (TV) Hutchinson, Kan., WEAT-AM-TV West Palm Beach, Fla., WKLO-AM-TV Louisville, and WLBR-TV Lebanon, Pa., changed hands subject to FCC approval.

FOUR tv stations changed hands last week—subject to the usual FCC concurrence—with almost $2 million involved in the transactions.

In two of the purchases, uhf stations which had once been on the air were involved. In two other instances, am stations were part of the purchase.

Biggest of the sales was that of ch. 12 KTVH (TV) Hutchinson, Kan. [CLOSED CIRCUIT, April 25]. 80% interest in Hutchinson Tv Inc. was bought by Cowles' Minneapolis Star & Tribune Co. for $1,070,000. KTVH holds the CBS affiliation for the Wichita area.

WEAT-AM-TV West Palm Beach, Fla., was sold to General Teleradio Inc. for a combination approaching $300,000. WEAT-TV operates on ch. 12 and is ABC affiliated.

WKLO-AM-TV Louisville was sold to Great Trails Broadcasting Co. for $350,000. Great Trails is owned by Charles W. Sawyer, former Secretary of Commerce and Ambassador to Belgium. WKLO-TV once operated on ch. 21.

WLBR-TV Lebanon, Pa., which once operated on ch. 15, was sold to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia-*Philadelphia Inquirer*) for $115,000 plus assumption of obligations totaling $125,000.

KTVH, which began operating in June 1953, is owned by a group of Wichita business and professional men.

They include John P. and Sydney F. Harris, W. D. P. Carey, R. J. Laubengayer, Bess M. Wyse and Howard O. Peterson. The last is general manager of KTVH. These stockholders will retain 20% interest in the Hutchinson-Wichita station.

The Harrises also own KSAL Salina, KIUL Garden City and 24% of KFBI Wichita, all Kansas, and KBUR Burlington, Iowa. They also publish the *Hutchinson News-Herald, Chanute Tribune, Ottawa Herald, Salina Journal* and *Burlington Hawk-Eye Gazette.*

KTVH-KFBI Merger Protested

Last summer an agreement to merge KTVH with KFBI was announced, but was withdrawn following protests by KAKE-TV [B•T, Aug. 16, Oct. 18. Nov. 15, all 1954]. In addition to the Messrs. Harris, some of the other KTVH stockholders own varying interests in KFBI.

The Minneapolis Star & Tribune Co. (*Minneapolis Tribune* and *Star*) last fall bought CBS' 47% interest in WCCO-AM-TV Minneapolis-St. Paul for $3,950,000 [B•T, Nov. 8, 1954].

At that time, John Cowles, president and publisher of the Twin Cities newspapers, told his staff:

"Because of the rapid growth of television advertising and the possibility that in a few years color tv will absorb an increasingly larger proportion of national adverising appropriations, the directors of the *Star* and *Tribune* concluded it was prudent to make this investment as a partial hedge against a possible future decline in newspaper earnings."

Mr. Cowles is also chairman of Cowles Broadcasting Co. His brother Gardner (Mike) Cowles is president of the broadcasting company.

Cowles stations are KRNT-AM-FM-TV Des Moines, WNAX Yankton, S. D.; and KVTV (TV) Sioux City, Iowa. Murphy Broadcasting Co. (KSO-AM-FM Des Moines) holds an option to buy 40% of KRNT-TV. Cowles also publishes the *Des Moines Register* and *Tribune* and *Look* magazine.

The present management of KTVH will be retained, according to Mr. Carey, who is the present president of Hutchinson Tv Inc. He also said the transfer application will be filed soon.

The purchase of the WEAT stations involves payment of $101,000 plus a five year management contract at $12,000 annually to James R. Meachem, who, with his wife, own 169,000 of the 240,000 shares issued and outstanding stock. General Teleradio will lend WEAT Inc. $78,000 to redeem the remaining 71,000 shares now held by a number of stockholders, and $15,000 for the outstanding 5% debentures. Mr. Meachem is the president and general manager of the West Palm Beach stations.

WEAT-TV began operating late in 1954. WEAT was founded in 1948 and operates with 1 kw on 850 kc. It is affiliated with NBC.

The WEAT Inc. balance sheet as of March 31, 1955, showed total assets of $440,830 of which $27,742 were current assets. Total current liabilities were set at $214,387, with a long term debt listed for $29,759 and a deficit of $43,316.

Reason for selling, according to the application, was insufficient capital and lack of cash assets.

General Teleradio Inc. is 90% owned by General Tire & Rubber Co. and 10% by R. H. Macy Inc. It owns WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC San Francisco, and 55% of WGTH-AM-TV Hartford, Conn. It is also majority owner of Mutual Broadcasting System.

Balance sheet of General Teleradio for April 30, 1955, showed total assets of $15,598,659, of which $8,758,572 were current assets. Total current liabilities amounted to $5,058,528, including a $500,000 note to the Chase National Bank, and two $300,000 notes each to the First National Bank of Memphis and the Memphis National Bank of Commerce. General Teleradio also showed a long term debt of $1¾ million to Chase National Bank and of $2 million to parent General Tire. The April 30 balance sheet showed an earned surplus of $5,911,251.

In 1953, General Teleradio had a net income after taxes of $1,194,112, the application showed, and in 1954, $1,549,964.

The WKLO Louisville stations are owned by a group of local businessmen including Harold J. Plunkett, Milton S. Trost and Emanuel Levi.

WKLO began operating in 1948 and transmits on 1080 kc with 5 kw day and 1 kw night. It is affiliated with ABC.

WKLO-TV began operating in the fall of 1953 and suspended operation in April 1954. It is seeking the allocation of chs. 7, 9 and 13 to the Louisville area (see story on de-intermixture, page 60).

The WKLO balance sheet for May 31, 1955, showed total assets of $169,935, including $53,142 current assets. Total current liabilities were shown as $62,575, and a total deficit of $259,220 was reported in the transfer application.

In 1954, WKLO radio had a net income of

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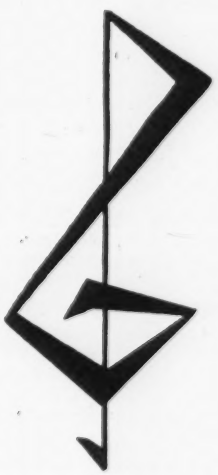

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$61,545, the application showed, while WKLO-TV lost $219,073.

Mr. Sawyer also owns WING Dayton, WCOL Columbus, and WIZE Springfield, all Ohio, and WCMI Ashland, Ky.

Balance sheet for Great Trails Broadcasting Corp., as of May 31, 1955, showed total assets of $653,410, including $178,169 current assets. Total current liabilities were shown as $47,470, and retained earnings as $489,641.

Great Trails made $17,566 net income in 1953, and $32,162 in 1954, the application indicated.

The $350,000 purchase price for the WKLO facilities, the application reported, will be met by a loan from the Central Trust Co., Cincinnati.

WKLO will be continued under the present management and with the same personnel, John Pattison Williams, executive vice president of the Sawyer stations, announced.

WLBR-TV Lebanon went on the air in October 1953 and ceased operating one year later. It is 52% owned by Lebanon Broadcasting Co. (WLBR), 38% by the *Lebanon News*, with the remainder held by three other stockholders.

The WLBR-TV balance sheet for May 31, 1955, showed total assets of $164,471, with current assets of $27.84. Total current liabilities, according to the application, was $114,206, and fixed liabilities $147,444. Deficit of $232,178 was also noted.

The purchase agreement also includes a provision to lease land and buildings for resumption of the uhf station. The lease calls for $3,000 per year, with an option to buy the land and buildings for $60,000 during the first three years of the lease.

Triangle Publications also owns 50% of WHGB Harrisburg, Pa., and recently bought WNBF-AM-TV Binghamton, N. Y., for $3 million [B•T, March 14]. It also publishes *Seventeen Magazine*, *Official Detective*, *Morning Telegraph*, *Daily Racing Form*, and *Tv Guide*.

The application for transfer of WLBR-TV indicated that Triangle had a net worth of more than $25 million, and that its net income in 1953 and 1954 was more than $3 million.

Hennock Departs

FCC COMR. Frieda B. Hennock entered the private practice of communication law Friday with the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa, the day after completing her seven-year term as a member of the FCC [CLOSED CIRCUIT, June 27]. Her Commission successor, appointed by President Eisenhower, is Florida Democrat Richard A. Mack, who takes his oath of office at FCC 10 a.m. Thursday morning. Law firm with which Miss Hennock is now associated is comprised of ex-New Dealers Joseph E. Davies and Donald R. Richberg, plus ex-Sen. Millard E. Tydings (D-Md.). Mr. Davies was once Federal Trade Commission chairman and Ambassador to Russia in mid-'30's; Mr. Richberg, NRA board chairman in 1935. Mr. Tydings, in Senate 1926-51, was defeated by McCarthy forces.

Tower Outlines NARTB Case Against $1.25 Minimum Wage

INCREASE in the minimum wage figure above the 90-cent proposal of the Administration was opposed Wednesday by Charles H. Tower, NARTB manager of employer-employe relations, at a hearing before the House Committee on Education & Labor. The committee is considering a bill to amend the Fair Labor Standards Act.

Mr. Tower said NARTB opposes the $1.25 minimum proposal, a 67% increase in the statutory minimum, on the ground it would cause great economic hardship on certain segments of the industry, especially small market stations in rural areas. He said the 90-cent level would cause a minimum of dislocation in broadcasting. He noted that 47% of the 2,700 radio stations are located in towns of less than 25,000, with at least half of them employing fewer than 15 people. He predicted a significant increase in the number of small market tv stations.

The $1.25 figure in many small markets is substantially above that now being paid lower skilled help in some radio and tv outlets as well as comparable employers, Mr. Tower said. He added that many stations cannot easily reduce their staffs.

Citing indirect impact of the $1.25 minimum, he outlined the community of interest broadcasters share with local business enterprises. He said the small broadcaster performs a local service for a restricted local market and added, "as the community prospers, so does the broadcaster prosper; and as the community suffers, so does the broadcaster."

In a half-hour question-answer period, Mr. Tower replied to a query by Rep. Ralph W. Gwynn (R-N. Y.) by saying he felt small market broadcasters should not be subject to overtime provisions of the Fair Labor Standards Act.

Allocation Talks With Mexico To Be Resumed This Week

FIRST plenary meeting in renewed U. S. talks with Mexico over standard broadcast frequency allocations is scheduled in Washington this Thursday afternoon, it was learned last week. The Mexican delegation is expected to arrive by air Wednesday night.

FCC Comr. Rosel H. Hyde, who headed the U. S. delegation during initial discussions in Mexico City late last year, will head the American delegation again. State Dept. last week reported it had received word from Mexico that its delegation would consist of Carlos Nunez, Lazara Barajas, Ignacio Ramirez Carraza, Manuel Zorrilla and Hector Ocampo Guerra.

Preparations for the U. S.-Mexican negotiations were made at a meeting of some 38 government and industry representatives in Washington June 24. The treaty talk last year was discontinued after it became apparent that the two countries could not agree on certain fundamental issues. In the interim, Mexico has been seeking to iron out its allocation differences with Cuba, which were considered a key to its agreement with the U. S.

Whitefish Bay Ch. 6 Grant Made Effective by FCC

ORDER making effective immediately an examiner's initial grant of ch. 6 at Whitefish Bay, Wis., to Independent Television Inc. was announced by FCC last Wednesday. Tv stations now operating in the Milwaukee area include ch. 19 WXIX (TV), ch. 4 WTMJ-TV and ch. 12 WISN-TV. Ch. 25 WCAN-TV has suspended and ch. 31 WFOX-TV is in construction stage.

Independent Television is composed of local businessmen headed by Jack Kahn, hosiery and underwear manufacturer. Way was cleared for the grant in April when WMIL Milwaukee dropped its ch. 6 bid in an agreement assuring it $25,000 as partial repayment of its litigation expenses. Former contestant Hearst Corp., operator of WISN there, withdrew from the lengthy ch. 6 fight earlier when it bought ch. 12 WTVW (TV) (now WISN-TV) for $2 million from Milwaukee Area Telecasting Corp. The original ch. 12 firm was a merger of four applicants.

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The reason I'm always smiling, George? Well, I took an ad in the Telecasting Yearbook last year and I got over 100 responses. From everywhere. Don't forget, George, reserve another ad in the Yearbook soon. It comes out in August. Thanks, George.

KUAM CITES MAINE TV 'EXPERIMENT'

Military use of ch. 8 at Limestone, Me., with low power but still infringing on the local commercial outlets, was brought to Commission's attention to demonstrate what would happen if armed services get ch. 8 Guam grant.

ALTHOUGH the military claims its proposed low-power tv station on Guam won't hurt the audience of Harry Engel's KUAM there—even though the military station will use regular ch. 8 and will air free kinescopes from all major tv networks with the commercials intact—Mr. Engel last week told FCC to take another look at what has happened to the "experimental" low power tv outlet at Loring Air Force Base, Limestone, Me., which is in competition with WAGM Presque Isle.

The Limestone tv unit, which started on ch. 8 with 8 w power on Christmas Day 1953 as a test and last May 18 boosted its power to 50 w, now is reported to have a service range of 20-30 miles. Its program schedule includes kinescopes of the top shows from all networks and is published regularly in the newspapers of nearby cities (see picture). According to Dick Clarke in the *Boston Globe* on Feb. 13, the tv station's signal was being watched on some 15,000 tv receivers. Others report the signal covers the towns of Limestone, Ft. Fairfield, Caribou and Presque Isle and is seen in Canada.

KUAM protested the impending Guam military tv outlet over a month ago [B•T, May 30, et seq.], but FCC declared it did not have jurisdiction in the matter because the President is the sole authority for assigning frequencies to government stations. The Commission submitted it to the Defense Dept. and expressed hope for an early "equitable" disposition of the matter.

KUAM wrote FCC again, protesting that the Commission was abdicating its responsibility under the Communications Act since the President can't assign broadcast channels for uses competing with commercial stations regulated by and under the jurisdiction of the Commission.

Defense Dept.: Study Needed

Meanwhile, Assistant Secretary of Defense T. P. Pike wrote KUAM Wednesday that "additional study will be necessary" before approval of the proposed Guam military tv outlet is granted. Mr. Pike wrote that the Secretary of the Air Force "will be informed to hold in abeyance all actions relating to this project until further advised by this office. We assure you that it is the desire of the Dept. of Defense to resolve this matter equitably from both the standpoint of possible competition with a commercial enterprise and that of education, information and guidance of military personnel and their dependents stationed on the island of Guam."

Mr. Pike assured KUAM, "You will be advised of any new developments in this matter."

On Thursday, Mr. Engel wrote FCC that the Pike letter confirmed his earlier report that Defense Dept. officials wanted and were waiting for FCC's viewpoint on the policy problems involved.

"There is no doubt that of all the government agencies the FCC is the only government agency that is competent to advise the Dept. of Defense with respect to the competitive nature of the impact of a television service carrying all the top-rated network commercial shows upon the only commercial am broadcaster in the area," Mr. Engel wrote. "It is not as though the competition from the government station would be absorbed by a variety of standard broadcast stations who each would cushion some of the impact one to the other. In this instance KUAM, the only commercial standard broadcast station on the Island of Guam, must receive the complete and devastating brunt of the government-subsidized television facility proposed.

"In order that the Commission might properly evaluate the tremendous force of this impact, a copy of the program schedule of the Armed Forces Radio Service television station at Presque Isle is attached hereto so that the Commission can appreciate the overwhelming appeal of the entertainment fare that is continually fed to the public by such an operation.

"You will search in vain for information and education type programs, the asserted and alleged prime reason for this AFRS television station."

In his earlier letter to FCC concerning the dual authority between the President (through the Interdepartmental Radio Advisory Committee) and FCC for allocation of the radio spectrum, Mr. Engel wrote that FCC "misconstrued" the purport of Sec. 305 of the Act "as well as its role in IRAC."

"First of all," he said, the section provides that "All such government stations shall use frequencies as shall be assigned to each or to each class by the President." This language means nothing more, of course, than that the President shall assign those frequencies which have been set aside for governmental use to various government agencies and departments. This part of Sec. 305 of the Act does not have anything to do with the Guam situation since in this case a regular commercial television channel (ch. 8, 180-186 mc) was assigned by the FCC to this service at the request of AFRS, Dept. of Defense. The frequencies assigned are not set-aside governmental frequencies but are regular commercial frequencies capable of reception on standard readily available television receivers.

"In the event the President was making some governmental frequency available so that the AFRS was bringing a television service to Guam using a special transmitter and received on specially built receivers so that these special frequencies could be received, I would never have come before the FCC for the assistance I am convinced it is in a legal position to give me.

"Secondly, Sec. 305 of the Act provides that 'All such stations . . . when transmitting any radio communication or signal other than a communication or signal relating to government business, shall conform to such rules and regulations designed to prevent interference with other radio stations *and the rights of others as the Commission may prescribe.*' (Emphasis added.) It is clear that under the provisions of Sec. 305 the Commission has considerable authority in the assignment of *regular commercial* frequencies to governmental agencies. Moreover, it appears clear that the rights of the commercial broadcaster are protected under the Communications Act from misuse of such frequencies. . . .

"In view of the clear language of Sec. 305 of the Communications Act the Commission has abdicated its responsibility in this matter. Licensee responsibility is not completely one way and does not flow only from the broadcast licensee to his public and to the agency respon-

PAGE SIX

LORING AIR FORCE BASE TELEVISION SCHEDULE

The transcribed programs are procured on a daily basis from Armed Forces Press, Radio, and Television Service and are subject to change without notice.

MONDAY

1:00	Music and Test Pattern	
1:30	Strike It Rich	CBS
2:00	Garry Moore Show	CBS
2:30	Portia Faces Life	CBS
2:45	Brighter Day	CBS
3:00	Welcome Travelers	CBS
3:30	Valiant Lady	CBS
3:45	Guiding Light	CBS
4:00	On Your Account	CBS
4:30	Search For Tomorrow	CBS
4:45	Captain Video	DUMONT
5:00	Roy Rogers	NBC
5:30	Eddie Fisher's Coke Time	NBC
5:45	Perry Como Show	CBS
6:00	To Be Announced	
6:30	Sport Spot.	Ind.
6:45	Ground Safety Program	Live
7:00	Life Begins at 80	DUM
7:30	I Love Lucy	CBS
8:00	Arthur Godfrey's Talent Scouts	CBS
8:30	The Line-Up	CBS
9:00	Studio One	CBS
10:00	The Hunter	NBC
10:30	Four Star Playhouse	CBS
11:00	ABC Network Boxing	ABC
12:00	Sign Off	

TUESDAY

1:00	Music and Test Pattern	
1:30	Strike It Rich	CBS
2:00	Garry Moore Show	CBS
2:30	Portia Faces Life	
2:45	Bri[illegible]	

9:30	The Big Picture	NBC
10:00	U. S. Steel Hour	ABC
11:00	Pabst Blue Ribbon Bouts	
12:00	Sign Off	

THURSDAY

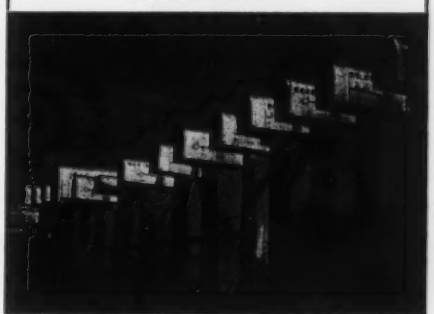
1:00	Music and Test Pattern	
1:30	Strike It Rich	CBS
2:00	Garry Moore Show	CBS
2:30	Portia Faces Life	CBS
2:45	Brighter Day	CBS
3:00	Welcome Travelers	CBS
3:30	House Party	CBS
3:45	Guiding Light	CBS
4:00	On Your Account	CBS
4:30	Search For Tomorrow	CBS
4:45	Captain Video	DUMONT
5:00	Paul Winchell and Jerry Mahoney Show	NBC
5:30	The Jo Stafford Show	CBS
5:45	The Tony Martin Show	NBC
6:00	To Be Announced	
6:30	Bishop Fulton J. Sheen	DUMONT
7:00	Life With Elizabeth	Ind.
7:30	The New Red Skelton Show	CBS
8:00	Loretta Young Show	NBC
8:30	Groucho Marx Show	NBC
9:00	This Is The Life	Ind.
9:30	Mr. and Mrs. North	CBS
10:00	Foreign Intrigue	Ind.
10:30	Danger	CBS
11:00	Sign Off	

FRIDAY

1:00	Music and Test Pattern	
1:30	Strike It Rich	CBS
	Garry Moore Sh[illegible]	
	Portia Faces [illegible]	

CREAM of best shows on all four tv networks is offering of the "experimental" low power military tv station on air since Christmas 1953 at Loring Air Force Base, Limestone, Me. Although supposedly confined to base area, the station's newly boosted 50-w signal on ch. 8 apparently is seen by civilians in a wide area since the Presque Isle (20 mi. away) *Star-Herald* regularly carries program listings. This listing was from May 19 issue.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

sible for regulating the affairs of this industry. The Commission too has a responsibility to the public and to those it regulates. The FCC is a member of IRAC and as such must make its views known on behalf of the broadcast industry to that body; this is one of the justifications for the important role the FCC plays in the affairs of this Committee. To do less than speak is to side-step an important function it must perform in this inter-governmental scheme of administration in allocating broadcast facilities."

From other sources it was learned that the military tv outlet at Limestone inserts its own base "commercials" between the kines of commercial network shows to advertise post exchange features, clothing sales, catering services of "beverages" and food, as well as public service promotions of various types.

Problem Too Big for WAGM

WAGM has never protested the Limestone installation, although it now estimates that 60% of its available radio audience is within the tv signal area. WAGM reported that at one time when it was rumored that the radio station had protested, it was beseiged with visits from civilian committees which were up in arms about possible loss of the tv service. WAGM contends the policy problem involved is too great for a local radio station to solve, but must be settled on a national basis at a much higher level.

WAGM's manager, Harry Glidden, was in Washington a fortnight ago as an "observer" of the fight by KUAM to win relief from prospective military tv competition. Both WAGM and KUAM are represented in Washington by the radio-tv law firm of Krieger & Jorgensen.

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MULTIPLEX RULE PUT IN EFFECT

FCC refuses to waive its new fm rule as fm outlets adjust schedules to include 36 hours 'balanced' programs weekly.

FM STATIONS specializing in functional music operations began making alterations in their program schedules last Friday in an effort to comply with FCC's last-minute refusal to reconsider its multiplex decision [B•T, March 28].

The earlier ruling declared that background music programs, which contain a supersonic "beep" tone to keep the receivers of subscribers from picking up voice transmissions and commercials, do not constitute "broadcasting" within the meaning of the Communications Act since they are essentially a point-to-point type of service. The ruling, however, said functional music programs may be continued after July 1 providing they are aired via multiplex transmission under a newly authorized special communication authorization.

FCC allowed a one-year grace period from July 1 in which fm stations could continue their background music operation on the present simplex basis, but with the condition that a minimum of 36 hours weekly be devoted to regular balanced program material in which "beep" signals were omitted. It is this condition that has been protested by the stations, since they claim multiplex equipment is not available and the 36-hour chunk knocked out of their background music schedule would hurt them economically.

Extend Schedules

By last Thursday it appeared that some fm stations planned to lick the problem by extending their fm schedules to permit duplication of their "balanced" am programming during non-background music hours. During the day quarter-hour and half-hour programs would be cleared of commercial material and aired purely simplex without beep, thereby serving both FCC's condition and the background music subscriber. The commercials are switched to other time periods in which the beep could be used, one station explained.

WWDC-FM Washington, which is moving its 7 a.m. sign-on up to 6 a.m. and carrying Art Brown's morning show from WWDC-AM, said it has scheduled some of its radio talk shows such as the *D. C. Commissioners Report* on fm on a delayed basis.

WWDC-FM more than a month ago protested the multiplex ruling and was turned down by FCC in a separate ruling on June 1 [B•T, June 6]. WWDC-FM was among those who last week were denied a further pleading in this respect. Others who joined were WFMF (FM) Chicago, WPEN-FM Philadelphia, WMMW-FM Meriden, Conn., and WEAW-FM Evanston, Ill.

In denying the petitions Thursday on the eve of the July 1 deadline, FCC declared no new arguments had been presented which already had not been considered. The Commission acknowledged it felt the functional music operations to be of some public interest, hence its conclusion to allow them under certain conditions as a subsidiary service.

"In permitting this type of operation," FCC said, we emphasized that functional music must be conducted only as an *adjunct to the regular broadcast service,* a subsidiary operation in order to assist the main undertaking—the broadcast service to the public."

Declaring its 36-hour weekly program minimum is "reasonable," FCC said that "in reaching this determination, we are not unmindful of the representations . . . with respect to the financial loss that may result from adherence to the 36-hour requirement. Nevertheless, we believe that the public interest consideration in ensuring that the fm broadcast frequencies are utilized primarily to afford a broadcast service is paramount."

NARTB's President Harold E. Fellows wrote FCC last week to ask that the functional music ruling docket be kept open should the association's Radio Board decide to file a petition for reconsideration now under study. He said the board did not get to take up the matter until its meeting at Hot Springs, Va., a fortnight ago.

KXA Seeks Joint Hearing With KOB in 770 Kc Case

KXA Seattle, Wash., has asked FCC to hold a consolidated hearing with KOB Albuquerque, N. M., on requests by both stations for 770 kc, 50 kw facilities.

WABC New York and WBZ Boston are already parties to the KOB proceeding [AT DEADLINE, May 30]. KOB was granted an extension to July 15 to answer a Westinghouse Broadcasting Co. (WBZ) plea for rehearing.

FCC last week granted motion for leave to intervene and for enlargement of issues filed by the Baptist General Convention of Texas (KWBU Corpus Christi, Tex., 1030 kc). ABC, as a party intervenor, was granted an extension to July 5 to answer KWBU's petition.

KOB has been seeking a final license on the 770 frequency since 1941. It holds a license to operate on 1030 kc and a special temporary authorization for 770.

KXA has had an original or amended application for 770 kc on file with the Commission since 1944 and it stated in its latest petition, "KXA, after 11 years, has still not had its day in court with respect to its effort to improve its facilities on 770 kc."

KXA also cited in its behalf the 1945 Supreme Court decision which chastised the Commission for not consolidating the then-pending applications of Fetzer and Ashbacker. The court said, according to KXA's petition, "where two bona fide applications are mutually exclusive the grant of one without a hearing to both deprives the loser of the opportunity which Congress chose to give him."

Let's see, whatam I suppose'ta do today? Haircut? Call Joe? Oh, yah, I remember. The Broadcasting guy said send in your reservation today for the Telecasting Yearbook. I will. It's a good buy. Everybody in TV is in it.

WTIF, WPWR GET EVIDENTIARY HEARINGS

Stations in Tifton, Ga., and Laurel, Miss., deemed by FCC to need more than oral argument hearings in economic protest cases.

OBVIOUSLY heeding the mandate of the Court of Appeals in its recent ruling in the Clarksburg case, FCC last week decided that "oral argument" hearings in two economic protest cases were not sufficient and rescheduled the radio proceedings for full evidentiary hearings. The cases involve WTIF Tifton, Ga., and WPWR Laurel, Miss.

Meanwhile, the Commission called for hearing on an economic protest against a new tv satellite grant for ch. 43 KBAS-TV Ephrata, Wash., while concurrently postponing oral argument hearing on the protest against NBC's purchase of ch. 30 WKNB-TV New Britain, Conn. This argument, formerly scheduled Thursday, was continued without date pending consideration of whether a full evidentiary hearing should be ordered [B•T, June 27].

In the Clarksburg case, the Court of Appeals ruled that FCC erred in not giving a full hearing to a Sec. 309(c) economic protest filed by a local newspaper against the 1954 grant of ch. 12 to WBLK Clarksburg, W. Va., and remanded the proceeding to the Commission [B•T, June 13]. In view of a prospective flood of new economic protests on the basis of this interpretation, FCC is supporting legislation to revise Sec. 309(c) of the Communications Act to clarify who may file protests (story this page).

WWGS Protests

In the Tifton proceeding, FCC ordered an evidentiary hearing on the application of Radio Tifton for a new am station (WTIF) to operate on 1570 kc with 1 kw daytime. Oral argument was held Feb. 28, just 18 days after the Commission issued an order which postponed the effective date of the grant (Dec. 15, 1954) on the basis of protest by WWGS Tifton, made party to the proceeding [B•T, Feb. 21].

In the Laurel case, the Commission called for evidentiary hearing on the application of American Southern Broadcasters for a new am station (WPWR) to operate on 1430 kc with 1 kw daytime. Oral argument was held Feb. 23. FCC on Jan. 26 had postponed the effective date of the grant (Nov. 24, 1954) on the basis of protests by WLAU and WAML, both existing Laurel outlets which were made parties to the hearing.

The Ephrata tv proceeding stems from an economic protest filed by KSEM Moses Lake, Wash. FCC scheduled hearing July 18 on the application of Basin Tv Co. for a new tv satellite (KBAS-TV) on ch. 43 at Ephrata, to rebroadcast ch. 29 KIMA-TV Yakima. Effective date of the May 4 grant for KBAS-TV was postponed. KSEM, whose petition for the allocation of ch. 8 in the area is now a rule-making proposal pending before the Commission, claimed that uhf KBAS-TV in combination with the KIMA-TV group's other tv interests would hurt its radio business and prevent establishment of a competitive operation on ch. 8.

NBC's prospective purchase of WKNB-AM-TV for $600,000-plus was designated for hearing following economic protest by ch. 8 WNHC-TV New Haven, Conn. NBC also proposed to move the WKNB-TV transmitter site closer to Hartford. Fortnight ago, this prospective NBC acquisition as well as NBC's proposed $312,000-buy of ch. 17 WBUF-TV Buffalo and swap of radio-tv stations in Cleveland for Westinghouse outlets in Philadelphia were asked to be consolidated by FCC into one hearing in a protest petition filed by ch. 2 WGR-TV Buffalo [B•T, June 27]. NBC proposes to exchange its WTAM Cleveland for Westinghouse's KYW Philadelphia, with the network's WNBK (TV) Cleveland and $3 million being swapped for Westinghouse's WPTZ (TV) Philadelphia.

Congress Considers Sec. 309(c) Bills

CONGRESS stepped closer to untying FCC hands in Sec. 309(c) economic protest cases last week as the House Commerce Committee reported favorably an FCC-endorsed bill (HR 5614) to amend the Communications Act provision while the Senate Communications Subcommittee scheduled a hearing this Thursday on a companion measure (S 1648).

The House action followed hearings June 22 and 24 [B•T, June 27]. The Commission requested modification of Sec. 309(c) to allow it discretion in acting on economic protests and in deciding whether to stay new radio-tv grants pending formal hearing. Comr. John C. Doerfer, however, predicting a flood of new protest cases to pile on top of the 70 now before the Commission, called for outright repeal of Sec. 309(c).

More Cases Expected

Expectation of mounting new protest cases was based on the effect of a recent ruling by the Court of Appeals in remanding a protest case to the Commission for full evidentiary hearing rather than the shortcut "oral argument" procedure used by the Commission in some instances to meet the statutory requirement for expedition of such cases. The court ruling was in the protest of a Clarksburg, W. Va., newspaper against a 1954 grant of ch. 12 to WBLK Clarksburg [B•T, June 13]. FCC already is rescheduling new hearings on certain pending protest cases (story this page).

Under the present construction of Sec. 309(c), anyone who can prove economic injury from some FCC grant is entitled to a full hearing on the grant, which automatically must be stayed pending completion of the review. The unique factor involved is that while the protestant has no right to reconsideration of a grant because he claims an economic hurt, the fact he shows economic hurt entitles him to demand a review of the grant to consider some defect of the grantee or error in FCC's action which may be construed contrary to the public interest. It amounts to a privilege without a right, according to Comr. Doerfer, who noted how the law is wrongly used to delay new competition.

Hearing on the Senate bill before Commerce Subcommittee Chairman John O. Pastore (D-R.I.) begins 11 a.m. Thursday with substantially the same list of witnesses who appeared a fortnight ago before the House committee. FCC is to be represented by Chairman George C. McConnaughey.

House Committee Proposes New Study of Copyright Law

THE HOUSE Appropriations Committee set precedent last week by recommending $20,000 for a study by the U. S. Copyright Office of the Copyright Law, which has not had a major revision since it was enacted in 1909.

The committee action came in reporting the Legislative Appropriations Bill (HR 7117) for fiscal 1956, after an appropriations subcommittee heard testimony June 7 from Arthur Fisher, register of copyrights, that the U. S. had undergone "revolutionary" changes, technical and organizational, in the copyright field since 1909. "For example, there was no radio or television industry at that time. The motion picture industry was just a fragment. The recording industry had not developed."

The $20,000 figure compares with a $39,000 budget estimate for hiring seven lawyers and three clerks for a three-year study on revision and redrafting of the present law. The new lawyers would relieve more experienced ones to do the work.

Wellsville Grant Finalized

NEW AM station on 790 kc with 500 w daytime at Wellsville, N. Y., was granted in a final decision by FCC Wednesday to Radio Services of Wellsville. The ruling upholds the initial decision of an examiner, who favored the grant despite some interference to WPIC Sharon, Pa. The grantee includes 12.5% owner Joseph M. Cleary, general manager of WESB Bradford, Pa.

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PORTLAND CH. 8 TV GRANT FINALIZED

Competing applications of Westinghouse and Portland Television denied. Comr. Lee dissents and votes for grant to Westinghouse.

NEW TV station on ch. 8 at Portland, Ore., was granted to Mrs. A. Scott Bullitt's North Pacific Television Inc. by FCC last week in a final decision which upheld the initial decision made by Examiner Elizabeth C. Smith in mid-1954 [B•T, June 28, 1954].

Mrs. Bullitt heads KING-AM-TV Seattle and was an original member of the Television Code Review Board of NARTB. KING is 60% owner of North Pacific while a substantial minority interest is divided among four local businessmen, Gordon D. Orput, Paul F. Murphy, Henry A. Kuckenberg and W. Calder McCall. Mrs. Bullitt is executive vice president of the grantee.

Competing applications of Westinghouse Broadcasting Co. (KEX Portland) and Portland Television Inc. were denied in the Commission's final ruling in the ch. 8 case, one of the first post-thaw comparative tv hearings. A forth application, that of Cascade Television Co., was dismissed with prejudice for lack of prosecution.

Comr. Robert E. Lee dissented from the majority opinion and voted for a grant of the Westinghouse bid.

The Commission majority concluded the final choice was between the bids of North Pacific and Westinghouse. FCC said "we find the integration, the residence and the civic participation of North Pacific most persuading when measured against the complete absence of these factors in the Westinghouse application." The two were found in balance on programs with North Pacific cited for superior children's shows. North Pacific was favored in diversification.

Portland Television was preferred in the areas of local residence and diversification, but was rejected because of lack of broadcast experience and deficient program plans.

On an issue of whether Westinghouse met the statutory requirement forbidding broadcast licenses to firms whose stock is owned more than 25% by aliens, the final decision concluded that Westinghouse and its parent firm, Westinghouse Electric, more than met the issue since the Commission felt the firm's 22.5% estimate was high in view of the statistical analysis problem involved in sampling owners of millions of shares of stock. An expert witness for Westinghouse testified that the probability that a complete census of all stockholders would show that more than 20% of such stock was owned by aliens is less than one chance in 33,000.

FCC noted that the examiner was satisfied to resolve the question on the basis that past licensing actions of the Commission show Westinghouse qualified on this point. FCC "has found Westinghouse so qualified in the past," the final ruling said, "and were this, also, an ex parte proceeding, the Commission could by application of the same process determine the question." It was raised only because the hearing was competitive, FCC explained.

"Maybe I should have left his radio tuned to KRIZ Phoenix."

Roswell Tall Tower Approval Favored

A TALL tv tower has got to be a "real" danger to air navigation in order to be denied construction authority, an FCC hearing examiner held last week in issuing the first official finding on tall tv towers since the military began objecting to any radiator more than 1,000 ft. above ground.

In an initial decision, FCC Hearing Examiner Hugh B. Hutchison held that ch. 8 KSWS-TV Roswell, N. M., could build a 1,610 ft. above ground tower at a site 43 miles east of Roswell in the Caprock area.

There was no concrete showing, Mr. Hutchison ruled, that the erection of the proposed KSWS-TV tower would be an actual menace to air navigation.

The grant of the 1,610-ft tower was opposed by the Air Force, Navy, Marine Corps, Air Transport Assn., and the Aircraft Owners & Pilots of America. [B•T, April 18].

Mr. Hutchison held a menace to air navigation could be said to exist if an "unreasonable" hazard is involved. He said that the evidence indicated the proposed location and height did not violate established criteria.

The evidence indicated, Mr. Hutchison declared, that the "height of a tower does not in itself contribute substantially to hazards to all air navigation when such tower is located beyond terminal area of an airport in the absence of pilot error, malfunctioning or breakdown of aircraft, or violation of air regulations."

Referring to what he termed "generalized" military objections, Mr. Hutchison warned:

"Indeed, if this Commission were to be persuaded solely on the basis of such generalized objections that the proposal under consideration would in fact constitute a menace or a hazard to air navigation . . . in the interest of consistency, the practical result would be to require it to bar arbitrarily the erection of all future radio and tv towers of any appreciable height. . . ."

Mr. Hutchison declared that the new KSWS-TV site was much to be preferred than the existing 790-ft. tower only 9.2 miles from Walker Air Force Base. John A. Barnett, owner of KSWS, testified that it was at the request of Walker AFB officials that he decided to find another transmitter site. They claimed, he said, that his present tower was dangerous.

Case, first involving military objections to tall tv towers, was approved by the regional airspace subcommittee, and by all but military members of the Washington Airspace Panel of the Air Coordinating Committee. The FCC requires ACC approval for tower locations, holds hearings when there are separate views by ASP members.

The fact that KSWS-TV would serve 98,000 people, many of them with their first tv signal from the new site and tower height, impressed Mr. Hutchison.

Actually, KSWS-TV was favored to change from its present 900-ft. above average terrain antenna to the new 1,786-ft. antenna height above average terrain. It would also boost its power from 115 kw to 160 kw.

Still awaiting initial decision is the request of KGEO-TV Enid, Oklahoma, which wants a 1,326-ft. tower. This, too, was opposed by the military and aviation interests.

Scheduled to be heard July 18 is the request of WSLA (TV) Selma, Ala., for a 1,993-ft. tower. Intervenors are also the military and aviation associations. Pending is a prospective application from WHAS-TV Louisville for a 2,000-ft. tower.

For a number of months, military members of the ASP objected to any tv tower more than 1,000 ft. above ground. Last May, however, in a sudden change in attitude, there were no objections to a 1,110-ft. tower for KWWL-TV Waterloo, Iowa [B•T, May 30].

The "problem" of tall towers and aviation is the subject of a study by a joint committee of CAA and FCC members. There have been several meetings, but none recently. Also in progress are studies to develop improved marking and lighting of radio and tv towers to make them more apparent to pilots in varying kinds of visibility.

Ill. Broadcasters Win Fight For Tv Libel Protection

BROADCASTERS won their fight in the Illinois State Legislature last week against a proposal which threatened to shear them of protection against political libel on the air.

The Illinois House amended the controversial Connors Bill which had evoked a storm of protests by broadcasters, the Illinois Broadcasters Assn., Illinois News Broadcasters Assn., Broadcast Adv. Club of Chicago and other groups [B•T, June 27].

The amended version, concurred in by the Senate and sent to Gov. William Stratton, includes tv under the 1945 Radio Libel Law. Observers feel that Gov. Stratton will sign it into law, thus protecting broadcasters on tv as well as on radio against criminal action

In the original version of the bill, it had been held that truth *per se* is not sufficient defense for certain statements, under the state constitution. The legislature thus further amended the 1945 law to include the reservation ". . . when published with good motives and for justifiable ends." Another provision also protects employes of stations against a jail sentence or fine—a provision which was omitted from the bill (S 672) introduced by Sen. William J. Connors.

Another measure (S 205), authored by Sen. George Drach, was pending in the House Thursday, tabbed the day for adjournment. If it passes, broadcasters also would be protected on civil suits (for damages).

Gov. Stratton vetoed a similar bill by Sen. Connors in 1953 on constitutional grounds.

Five Win Renewals

FIVE license renewal grants have been announced by FCC following receipt of information that programs questioned by the Commission had been dropped. KTLA (TV) Hollywood won renewal after giving up its tv-bingo show, *Play Marco*. Four Miami area radio outlets received licenses upon telling the Commission that certain controversial horse race tipster shows were dropped: WFEC and WMIE Miami; WMBM and WAHR Miami Beach.

Further Data Asked On Reynolds' Buys

DONALD W. REYNOLDS, because of the diversification of media principle, has been asked by the Commission for additional information in connection with further consideration of applications for license assignments of KORK Las Vegas and KOLO Reno, both Nevada, to firms of which he is sole owner.

Grants of KORK to the Southwestern Broadcasting Co. for $60,000 and of KOLO to the Western Broadcasting Co. for $190,000 were made April 6 and stayed April 13 [B•T, April 18] because of charges by KLAS-AM-TV Las Vegas that Mr. Reynolds was offering joint rates for some of his broadcasting and newspaper facilities after he had told the Commission that he did not intend to do so. Specifically KLAS alleged joint rates were being used by KLRJ-TV Henderson (Las Vegas), KZTV (TV) Reno and the *Las Vegas Review Journal.*

At the time the grants were suspended Mr. Reynolds told the Commission volume discounts (25% for the use of both tv stations) had been discontinued. He said he had not realized a "parenthetical" remark was to be taken at full value. The *Review Journal,* he said, had "bent over backwards" to be fair to KLAS-TV. When KLAS-TV refused to pay the *Journal* for printing logs for which it normally charged a fee the newspaper consented to run them free, Mr. Reynolds stated.

In requesting the additional information the Commission cited Mr. Reynolds mass communications interests:

"He is president, director and majority stockholder of Southwestern Pub. Co., Ft. Smith, Ark., publisher of the *Fort Smith Times* and *Southwest American* and the parent company of the following newspaper publishers: Southwestern Pub. Co., Las Vegas, *(Las Vegas Review-Journal);* Examiner Co., Bartlesville, Okla. *(Examiner* and *Enterprise);* Times Pub. Co., Okmulgee, Okla. *(Times* and *Times Democrat),* and Donrey Operating and Trading Co., 'operating daily newspapers in Nevada' (otherwise unidentified in the application, BAL-1986). Through that company Mr. Reynolds is the owner of the *Ely* (Nev.) *Times* and is owner of the *Carson City* (Nev.) *Appeal* which is leased to its present publisher, Neal Van Sooy. The Southwestern Pub. Co. is also the parent corporation of the licensees of broadcast stations: KHBG Okmulgee; KBRS Springdale, Ark.; KFSA-AM-FM-TV Ft. Smith, Ark.; KLRJ-TV Henderson, and KZTV (TV) Reno, and has applied for Commission consent to the assignment to it of KNAC-TV Ft. Smith, from American Television Co., which application has been scheduled for hearing on June 30, 1955."

Whether the grants should be approved, the FCC continued, "raises questions of whether such further extension of control of the media of mass communications by the applicant in the instant case would be consistent with the public interest."

Am Granted at St. Albans; Facility Changes Approved

GRANT of a construction permit for a new am station at St. Albans, W. Va., was announced Thursday by the FCC. The Commission also permitted changes in existing facilities of WSHE Sheboygan, Wis., and WTMC Ocala, Fla., and designated an Othello, Wash., am application for hearing.

Raymond I. Kandel was given a building permit for a new am station on 1300 kc, 1 kw day, at St. Albans.

Modification of its construction permit was given WSHE to change from 800 kc, 250 w day, to 950 kc, 500 w with directional antenna.

WTMC was premitted to change its operation on 1290 kc, from 1 kw unlimited hours with directional antenna at night, to 5 kw until local sunset and 1 kw at night with directional antenna.

Othello Broadcasting Co., Othello, Wash., was designated for consolidated hearing on its application for a new am station to operate on 1050 kc, 250 w day along with applications from Umatilla Broadcasting Enterprises and John Truhan, both Pendleton, Ore.

Senate, House Agree on Cut In Budget of Census Bureau

THE SENATE and House last week adopted a joint conference report on the Commerce Dept. Appropriations bill (HR 6367) which leaves unaltered a House cut to $4 million from the $4,655,000 budget estimates for the Census Bureau's census of business, manufactures and mining for fiscal 1956.

The bill now goes to the White House for the President's signature.

Also unaltered was a House cut of funds for the Census Bureau's census of agriculture from budget estimates of $6 million to $5.5 million. The Senate had declined to restore the $500,000 cut.

Senate-House conferees compromised on Census Bureau salaries with a final figure of $6.9 million. The House had cut the $7.4 million budget estimate for Census Bureau salaries to $6.3 million and the Senate had restored it to $7.1 million in previous actions.

The conferees accepted a House cut of funds for the National Bureau of Standards from $7,750,000 to $7 million. The Senate had tried to restore $450,000 of the $750,000 cut before the bill went to conference.

FCC Waives Rules In Power Grants

FCC last week waived Sec. 3.28 of its broadcast rules—the rule stating under what public interest conditions power increases may be made even though a certain amount of interference with established stations is created—for WCEM Cambridge, Md., and KTOE Mankato, Minn.

WCEM was permitted, under the waiver, to increase its power on 1240 kc from 100 w to 250 w because it is the only Cambridge station and the interference created would not be disastrous to other programming.

Waiver of the rule allowed KTOE to increase its nighttime power from 1 kw to 5 kw with a change in its directional antenna system to protect CKOM Saskatoon, Sask. KTOE, operating as proposed, would get a net gain in service involving an area of 815 square miles and a population of 23,782 people, or approximately 162% and 54.6%, respectively, of the present 1 kw nighttime service.

In its application KTOE emphasized its public service programming and its shows tailored to fit the cultural background of the nearby population area.

'Star' Praises Congressmen For Anti-'Discrimination'

EDITORIAL praising Reps. Oren Harris (D-Ark.) and John V. Beamer (R-Ind.) and Sens. Carl Hayden (D-Ariz.) and Homer E. Capehart (R-Ind.) for their bills seeking to remove "discrimination" against newspaper applicants for radio or tv licenses [B•T, June 27] was entered in the *Congressional Record* last week by Rep. William G. Bray (R-Ind.).

The editorial, in the *Indianapolis Star* June 27, said that "when the FCC denies a license solely on the grounds that a newspaperman has applied for it, or because of the policies followed by the newspaper involved, it is applying indirect pressure on that paper to change, redirect, or drop some of its editorial activities."

The *Star* is affiliated with WIRE Indianapolis, which an FCC hearing examiner has proposed be denied its application for ch. 13 there on grounds of diversification of mass media [B•T, June 13].

KVOA-AM-TV Sale Approved

KVOA-AM-TV Tucson, Ariz., transfer from KTAR Broadcasting Co. to the Arizona Broadcasting Co. (Clinton D. McKinnon, president) for $222,404 was approved by the FCC Thursday. KVOA is 1 kw on 1290 kc. KVOA-TV operates on ch. 4.

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

STORER MAKES NEW SALES APPOINTMENTS

Firm announces sales promotions and appointments, and will set up new, strengthened national sales department July 18, headed by Tom Harker, vice president-national sales director.

CREATION of a new and strengthened national sales department and a series of appointments and promotions of its sales executives were announced last week by Storer Broadcasting Co. The new department will be set up July 18, supervised by Tom Harker, vice president and national sales director.

Mr. Harker explained that the move would permit closer liaison between Storer stations and national advertisers and agencies, thus supplementing efforts of SBC's national representatives by providing "swift and accurate" information on market and station statistics, availabilities and clearances. The sales executive lineup:

As announced a fortnight ago [B•T, June 27], Robert C. Wood, midwest sales manager at Chicago, moves to New York as national sales manager. Reporting to him will be Lewis P. Johnson, with Storer in Chicago since March, who has been appointed midwest tv sales manager, and Paul B. Evans, formerly a sales executive with NBC Spot Sales, Chicago, and at one time with Paul H. Raymer Co. and Leo Burnett Co., who becomes midwest radio sales manager.

MR. WOOD

MR. HARKER

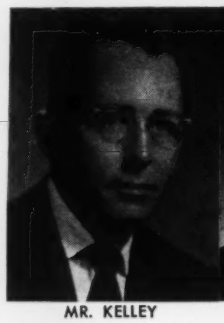
William E. Kelley, SBC sales executive in New York since last December and formerly national sales manager of the then Storer-owned KGBS-TV (now KENS-TV) San Antonio, has been promoted to eastern television sales manager. John R. Porterfield, formerly general manager of WGLV (TV) Easton, Pa., becomes eastern radio sales manager. Mr. Porterfield also had been associated with American Television Corp., NBC and Paul H. Raymer Co.

The San Francisco office, which is headed by Gayle Grubb, Pacific Coast national sales manager, remains unchanged.

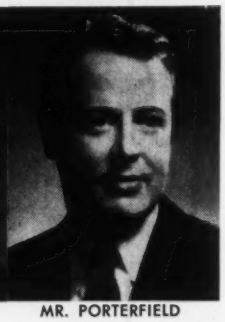
Mr. Harker, noting that the company's seven radio and tv outlets are located in "highly important and competitive markets," said the national sales office will work closely with SBC's national representatives, The Katz Agency, John Blair & Co. and NBC Spot Sales.

MR. JOHNSON

MR. EVANS



MR. KELLEY



MR. PORTERFIELD

WGBS-TV Boosts Sales 390%

PHENOMENAL sales increase of 390% has been recorded by WGBS-TV Miami, Noran Kersta, managing director of the Storer Broadcasting Co. station, announced last week. This figure was reached by comparing the four-month period of Feb. 1 through May 31, with January. WGBS-TV was bought by Storer early this year. Mr. Kersta attributes the increase to a combination of excellent programming and an extensive all-out promotion campaign. WGBS-TV, an NBC affiliate, operates on ch. 23.

Shortest Tv Show?

BLATZ BREWING Co. sponsors what is described as "the shortest program in television" on WXIX (TV) Milwaukee. A one-minute "sports flash" each night at 9:30 gives a selling message and promotes its 10:10 p.m. *Sports Final* with Hal Walker. Mr. Walker announces the latest score of night games in a 40-second live shot which is followed with a 20-second film commercial. He advises viewers that final scores and details will be available on *Sports Final*. The idea was conceived by Theodore F. Shaker, WXIX general sales manager; Ted Rosenak, Blatz vice president for advertising, and Emmett Jaques, Blatz consumer advertising manager.

RCA-Equipped KPTV (TV) Readied for One Million Watts

SECOND million-watt RCA-equipped uhf station, KPTV (TV) Portland, Ore., is nearing completion, A. R. Hopkins, manager of Broadcast Equipment Marketing, RCA Engineering Products Division, announced last week. Mr. Hopkins said an RCA 25 kw transmitter already has been installed and tested at KPTV.

An ultra-gain uhf pylon antenna which will make the installation complete is now undergoing final tests at RCA's antenna site in Camden, N. J. It was scheduled for shipment to Portland at the end of last week. Maximum power operation at KPTV is planned for mid-July, according to Russell K. Olsen, station's managing director.

Both the 25 kw transmitter and the uhf antenna are similar to the RCA equipment installed at WBRE-TV Wilkes-Barre, Pa. That station went on the air in December 1954 as the nation's first one-million watt uhf television outlet.

Searles Named to Head WMIL

NEIL SEARLES, formerly sales manager of WFOX Milwaukee, has been appointed general manager of WMIL that city, succeeding Jerome Sill who has resigned to devote attention to his other broadcast interests. Mr. Searles, who had been with WFOX the past eight years, has been in broadcasting for 24 years. He started in Milwaukee in 1931 as an announcer and later became for many years official announcer for the U. of Wisconsin football games.

WLAC-TV Names Reuschle

APPOINTMENT of Robert M. Reuschle as national sales manager of WLAC-TV Nashville, Tenn., has been announced by T. B. Baker Jr., executive vice president and general manager of WLAC-TV Inc. Mr. Reuschle is a former Young & Rubicam and McCann-Erickson tv sales executive and is a 17-year radio-tv veteran.

MR. REUSCHLE

Mr. Baker also announced the appointment of William H. White, former National Dairy Corp. sales and finance executive, as account executive with the WLAC-TV sales staff.

Selling . . . 217,930 Families with One Billion Dollars

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

WXYZ Adds Emphasis to Fm; Larry Gentile New Director

SPECIAL fm program plans and the appointment of a director of fm operations were announced last week by James G. Riddell, president of WXYZ-AM-FM-TV Detroit. Larry Gentile has been named fm operations director. Mr. Gentile's 23-year background in radio includes selling, writing and promotion, Mr. Riddell said.

The new programming lineup, which became effective yesterday (Sunday) includes Martin Block's ABC Radio show, not scheduled on WXYZ-AM, which moves into the WXYZ-FM 3-4 p.m. time slot, Monday through Friday. Mr. Gentile is airing a show daily 4-8 p.m. From 8-9 p.m. weekdays, Paul Winter broadcasts a program similar to *Curtain Calls*, now heard on WXYZ-AM. On Saturdays the fm outlet is scheduling programs from 6-8 p.m. and on Sundays from 12:30-8 p.m. Over-all format is music, news, weather and sports.

Gibson, Softness Named

AS PART of the expansion of its client services divisions, H-R Representatives Inc., New York, radio-tv station representative firm, has announced the formation of a research department under the direction of Avery Gibson, formerly assistant promotional director. Frank M. Headley, firm's president, has also announced the appointment of Donald G. Softness, formerly a publicist with DuMont Television Network, as director of promotion at H-R.

FIRST CONTRACT signed by KRNT-TV Des Moines, Iowa, which plans to go on the air July 31 [B•T, June 27], calls for a dairy-bank alternate sponsorship of the Sun.-Fri. segment of a seven-days-a-week, 20-minute news program (10:00-10:20 p.m.) featuring newscaster Russ Van Dyke. At the signing (l to r): Robert Dillon, vice president of Cowles Broadcasting Co. and general manager of KRNT-AM-TV; Bill Hippee, KRNT-TV local sales manager; Jonathan Fletcher, vice president of Home Federal Savings & Loan Assn., and Herbert E. Erickson, vice president of Anderson-Erickson Dairy Co. Sponsorship for the news show was rounded out with the Saturday program purchase by the Waterman Waterbury Furnace Co. of Minneapolis.

John Patt Leaves Hospital

JOHN F. PATT, president of WJR Detroit and WJRT (TV) Flint, both Mich., is now at his home in Shaker Heights, Ohio, convalescing from a heart attack suffered May 25 during the NARTB convention in Washington. His condition is reported much improved. Mr. Patt spent four weeks in Georgetown U. Hospital in Washington following his attack.

Widow Gets Clark Estate

ENTIRE estate of ex-Sen. D. Worth Clark (D-Idaho), who died June 19 in Los Angeles [B•T, June 27], was left to his widow, Mrs. Virgil Clark, in a will filed in Los Angeles Superior Court Probate Dept. last week. Included in the estate are holdings in KJBS San Francisco, KULA-AM-TV Honolulu and KGIL San Fernando, Calif.

ATTENTION: TV STATION MANAGERS

Top-flight trained, experienced personnel in all phases of television operation *available immediately.*

The Hawley Broadcasting Company, operator of WEEU-TV, Channel 33, Reading, Pennsylvania, has discontinued its television operation.

If you need camera men, video operators, audio operators, projectionists, announcers, transmitter engineers, technicians, film librarian, home economist

Write, wire or phone immediately

WEEU-TV

433 PENN STREET

READING, PENNSYLVANIA

Telephone: REading 6-7335

Lebhar Resigns Bremmer Post After Reported Policy Tiff

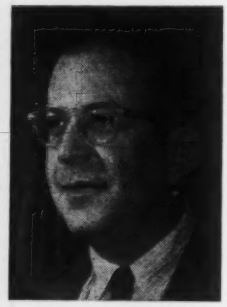
BERTRAM LEBHAR Jr., vice president and sales director of Bremmer Broadcasting Co. (WAAT and WATV (TV) Newark, N. J.) has resigned, effective Aug. 1.

The resignation was understood to have been caused by difference over sales policy at the station. Mr. Lebhar's immediate plans were not made known.

Following Mr. Lebhar's decision, the station Friday announced the following appointments: Edward S. Lennon, former vice president of Bremmer, to administrative vice president; Edward Cossman, formerly radio sales manager, to director of sales for both radio and tv; Sydney Kavaleer, tv sales executive, to director of tv sales, and Harold Edison, formerly with the sales department, to director of radio sales.

Scheuer Rejoins Triangle

JOHN D. SCHEUER Jr., executive vice president-general manager of KTVI (TV) St. Louis, Mo., last Monday rejoined the Triangle station group (WFIL-AM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; 50% WHGB Harrisburg, Pa.) as director of public relations and programming for the stations. The appointment was announced by Roger W. Clipp, general manager of the Triangle radio-tv division. Mr. Scheuer was administrative assistant to the general manager of WFIL-AM-TV when he moved to KTVI in 1954. In his new position Mr. Scheuer will be in direct supervision of all public relations and programming for the Triangle stations.



MR. SCHEUER

KSFO Elects Wassenberg

ROMAN W. WASSENBERG, general manager of KTVU (TV) Stockton, Calif., has been named executive vice president and general manager of KSFO San Francisco. He succeeds Alan L. Torbet who leaves KSFO to assume ownership and management in another radio interest.

Mr. Wassenberg, whose appointment was announced by W. I. Dumm, president of licensee San Francisco Broadcasters Inc., is a 12-year veteran of Bay Area broadcasting. He previously served with KROW Oakland, KPIX (TV) San Francisco and last January became general manager of KTVU.

Mr. Torbet has been with KSFO since 1952.

RECEPTION by WNDU-TV South Bend, Ind., in Chicago June 16 [B•T, June 23] was the occasion for a friendly group meeting of agency representatives and executives from U. of Notre Dame's forthcoming video outlet. L to r: Bernard Barth, vice president and general manager, WNDU-TV; Ed Fitzgerald, head timebuyer, J. Walter Thompson Co., Chicago; Tom Hamilton, WNDU-TV sales manager; Don DeCarlo, timebuyer, Needham, Louis & Brorby Inc., and Malcolm Sullivan, account executive, J. Walter Thompson Co. WNDU-TV is to begin commercial operation on uhf ch. 46 as an NBC-TV affiliate about July 15.

Tessin Joins Free & Peters

FRANK A. TESSIN, former manager of the San Francisco office of Headley-Reed Co., has joined Free & Peters Inc., station representative, in the same city. According to Hal W. Hoag, Free & Peters' vice president and west coast manager, Mr. Tessin will work with national spot radio advertisers and agencies in the Pacific Northwest.

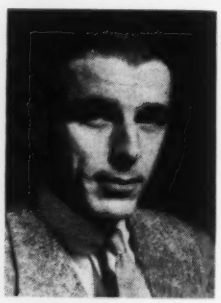
WPTZ (TV) Sets Sales Record

FOR the second consecutive month, WPTZ (TV) Philadelphia has established an all-time sales record for the pioneer tv station with May sales topping April, which had held the record. Alexander W. Dannenbaum, sales manager for the Westinghouse outlet, reports that local business gained 38.7% and national spot was up 18.6% over May 1954. Total sales in May 1955 were up 17.5% over the same month last year, according to Mr. Dannenbaum.

STATION PEOPLE

Robert Fulton appointed commercial manager, KERG Eugene, Ore., succeeding **Herb Michael; Clifton Cole** named program manager.

James P. Brown, formerly national sales manager, KBTV (TV) Denver, to KOSI Aurora, Colo., as commercial manager.



MR. BROWN

George Cushing, vice president, WJR Detroit, is retiring.

Robert H. Henabery, assistant program manager, WWJ-AM-FM Detroit, appointed program and production manager.

Ray Starr to WJAN Spartanburg, S. C., as program director and disc m.c.; **Jim Turner,** formerly with WSTP Salisbury, N. C., to WJAN as sports director.

George Greenwood, formerly with sales dept., KELO-TV Sioux Falls, S. D., to WNAX Yankton, S. D., as promotion manager.

Nick Basso, news director, WSAZ-AM-TV Huntington, W. Va., appointed to newly-created position, news and public relations director.

MR. BASSO

Thomas Mullahey named to newly-created position, public affairs director, KRON-TV San Francisco.

Norma Barts, research associate, Film Council of America, appointed film supervisor, WTTW (TV) Chicago, forthcoming educational tv station, under one-year contract; **Rachel W. Stevenson,** formerly producer, Louis G. Cowan Inc. (program packager), N. Y., to WTTW as writer-producer-director; **William G. Manschot Jr.,** production manager, WBAY-TV Green Bay, Wis., to WTTW as studio facilities supervisor.

Bob Ray appointed news director, WJNO West Palm Beach, Fla.; **Tony Forlenza,** formerly control room operator, KXJB Fargo, N. D., and **Bernard Loebe,** formerly with WGBS-TV Miami, to WJNO-TV engineering staff.

Paul G. Ross, accounting supervisor, Westinghouse Broadcasting Co., to KYW Philadelphia, WBC outlet, as auditor, replacing late **Edward F. Kane.**

REPRESENTATIVE APPOINTMENTS

WBNY Buffalo, N. Y., appoints Burke-Stuart Co., N. Y., as national representative, effective July 15.

KLIN Lincoln, Neb., appoints William G. Rambeau Co., N. Y., as national representative.

KTLD Tallulah, La., has appointed Indie Sales Inc., N. Y., as national representative.

WTVD (TV) Durham, N. C., appoints Edward Petry & Co., N. Y., as national representative.

NBC-TV REVAMPS DAYTIME LINEUP IN PROGRAMMING POLICY CHANGE

There'll be 'service' programs featured in the morning and 'entertainment' in the afternoon under streamlining formula. Affiliates committee holds one-day meeting, then joins network officials in discussion of common problems.

MORNING on NBC-TV will be a time for "service" and afternoon will be "entertainment" time under changes in daytime programming announced last week by Thomas A. McAvity, NBC vice president in charge of the television network.

The announcement coincided with meetings of the NBC-TV Affiliates Advisory Committee to consider the network's daytime programming and plans to strengthen it [CLOSED CIRCUIT, June 27]. The committee, headed by Walter J. Damm of WTMJ-TV Milwaukee, met alone on Wednesday and then conferred with NBC President Sylvester L. Weaver Jr., Vice President McAvity and other network officials Thursday. Both meetings were closed.

Coincident with the new programming schedule Mr. McAvity announced that Procter & Gamble had signed for 10 afternoon quarter-hours a week, starting today (Monday). These consist of the 12 noon-12:15 p.m. (EDT) segment of half-hour *Tennessee Ernie Ford Show*, Monday through Friday, and five quarter hours a week of *It Pays to Be Married*, which moves into the Monday-Friday 3:30-4 p.m. period today. Benton & Bowles is the agency for P&G.

Other Revisions

Other programming changes include a 15-minute addition to the half-hour *Ding Dong School*, children-and-parents series, starting today, and a new 15-minute program, *People at Home*, which will star Arlene Francis and go into the 10:45-11 a.m. spot immediately preceding the hour-long *Home* show, which also features Miss Francis, starting Aug. 8. *Way of the World*, which has been seen at 10:15-10:30 a.m., moves to 4-4:15 p.m. to make way for the 15 minutes being added to *Ding Dong School*.

Mr. McAvity explained: "This streamlining of our daytime schedule is an extension of our efforts begun some months back to revitalize our daytime fare so that viewers and advertisers will have clear-cut programming patterns designed especially for their specific viewing wants and advertising needs. Starting with *Today*, there will now be four hours of morning programming running the entire gamut of 'service.' In the afternoon, entertainment will be accented more strongly than ever."

The new daytime lineup:

7-9 a.m., *Today;* 10-10:45 a.m., *Ding Dong School;* 10:45-11 a.m., *People at Home;* 11-12 noon, *Home.*

12-12:30 p.m., *Tennessee Ernie Ford Show;* 12:30-1 p.m., *Feather Your Nest;* 3-3:30 p.m., *Ted Mack Matinee;* 3:30-4 p.m., *It Pays to Be Married;* 4-4:15 p.m., *Way of the World;* 4:15-4:30 p.m., *First Love;* 4:30-4:45 p.m., *World of Mr. Sweeney;* 4:45-5 p.m., *Modern Romances;* 5-5:30 p.m., *Pinky Lee Show;* 5:30-6 p.m., *Howdy Doody.*

Members of the NBC-TV Affiliates Advisory Committee, in addition to Chairman Damm, are William Fay, WHAM-TV Rochester; Fred Mueller, WEEK-TV Peoria; William Warren, KOMO-TV Seattle; Robert Hanna, WRGB-TV Schenectady; James Moore, WSLS-TV Roanoke; Clair McCollough, Steinman Stations; Robert Lemon, WTTV (TV) Bloomington, Ind., and Jack Harris, KPRC-TV Houston. All were present except Mr. McCollough.

The network delegation included Messrs. Weaver and McAvity; George Fry, vice president in charge of tv network sales; Richard A. R. Pinkham, vice president in charge of tv programs; Harry Bannister, station relations vice president; Joseph V. Heffernan, financial vice president, and David Adams, staff vice president.

Klayer to CBS-TV As Eastern Sales Mgr.

GEORGE KLAYER, midwest sales manager of CBS-TV with headquarters in Chicago, has been appointed to the newly created post of eastern sales manager for the network, William H. Hylan, CBS-TV vice president in charge of network sales, announced last week. The assignment is effective July 25.

MR. KLAYER

Mr. Klayer will be succeeded in Chicago by Sam K. Maxwell Jr., who has been an account executive on the network's sales staff in New York for three years.

Before becoming midwest sales manager in 1953, Mr. Klayer had served as an account executive in New York in CBS-TV's network sales department. Prior to that time, he was an account executive with CBS Radio's sales staff in both New York and Chicago. He also has been associated with George P. Hollingbery Co., Edward Petry & Co. and Kindred, MacLean & Co., a point-of-purchase advertising firm.

Mr. Maxwell has been with CBS since 1946 when he joined the network as sales service manager of WBBM Chicago, CBS o&o station. He later became an account executive in both the radio and tv sales departments. Before his network affiliation, Mr. Maxwell was a buyer with Marshall Field & Co., Chicago.

NBC Newsmen's Troubles

JUNE 22 was a day that spelled "trouble" to NBC overseas correspondents. In Singapore, cameraman Jim Robinson was confronted by a knife-wielder when he shot some pictures of a group of Chinese students from Indonesia aboard a Dutch vessel. In Korea, cameraman Yung Su Kwon was trying to do a feature story on the Korean War anniversary when a North Korean soldier threatened him with a gun, repeatedly "taking aim," but not shooting. And the Argentine revolution brought imprisonment to Robert Lindley, NBC Buenos Aires correspondent, and Jess Sabin, NBC cameraman. They were held for two hours and released.

Pro N. Y. Giants' Football Planned by DuMont Network

TWELVE games of the New York Giants' professional football team will be carried by DuMont Television Network, Sept. 24 through Dec. 11, Ted Bergmann, managing director of the network, announced last week. Atlantic Refining Co., through N. W. Ayer & Son, Philadelphia, has signed to sponsor half of each game with the other half being offered to other sponsors.

A network spokesman said that coverage of other pro-football games was in the discussion stage at DuMont. The Giants' schedule includes six games from the Polo Grounds, New York, and six played on the road. All road games will be seen on WABD (TV) New York but games played in New York will be blacked out in the metropolitan area. Atlantic's agency is making arrangements for the telecasts to be carried in New England and New York State.

NBC-TV Plans Development Of New Comedy Performers

TWO-FOLD plan centering around the development of comedy performers at NBC-TV was announced last week by Leonard Hole, director of program development for the network. The first phase involves the development of a group of NBC-TV contract players which includes Kaye Ballard, Paul Gilbert, Pat Carroll, Jonathan Winters, Sue Carson and Harry Mimmo; the second is to seek out promising unknown talent.

Comedy writers will prepare material for the

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	CApital 8-8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

contract performers, Mr. Hole said, and the development department will arrange appearances for them on tv, radio and in theatres. Regarding the discovery of new talent, Mr. Hole said there would be intensive scouting for talent in summer theatres, little theatres, resorts, nightclubs and college and university theatrical productions.

A search for comedy writers got underway at NBC-TV last month with the help of colleges, universities, little theatres, drama schools and NBC-affiliated radio-tv stations. More than 1,000 aspirants have already submitted comedy material to the network as a result of the search, Mr. Hole said.

NBC Plans 'Wide Wide World' Repeats on Regular Basis

REACTION to "Wide Wide World" telecast by NBC-TV last Monday evening (see IN REVIEW, page 18), has encouraged the network to produce similar shows two or three times a month, Davidson Taylor, NBC vice president in charge of public affairs, announced last week. The proposed shows, which are already available for sponsorship, will be scheduled Sunday afternoons, Mr. Taylor said.

Barry Wood, NBC director of special events, who served as executive producer of "Wide Wide World," will produce the forthcoming programs.

Mr. Taylor reported that the initial program was so complex that two senior executives of the American Telephone & Telegraph Co. were on hand at the master control room at NBC to cope with any problems that might come up.

Mr. Taylor said "the people from AT&T worked as though they were members of Barry Wood's crew and as though the success of the show depended solely on them—which, of course, to an enormous extent it did." Both the Mexican Telephone Co. and Bell Telephone Co. of Canada worked with AT&T on the project. Mr. Taylor also commented that "the linkage of the three chief countries of North America would have been impossible without the enthusiastic collaboration of A. Davidson Dunton, chairman of the board of governors, Canadian Broadcasting Corp., and Don Emilio Azcarraga, head of Tele-Sistema-Mexicana."

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

13 Color Programs Scheduled for Berle

MILTON BERLE will present a full season of color productions on NBC-TV starting Sept. 27, with 13 live color shows to be presented (every third Tuesday, 8-9 p.m.) under the sponsorship of the Whirlpool Corp. and RCA through Kenyon & Eckhardt, New York, and the Sunbeam Corp. through Perrin-Paus, Chicago.

In announcing this development in New York last week, Thomas A. McAvity, NBC vice president in charge of the television network, observed that Mr. Berle becomes "the first top tv star to present a full season of color productions." The 1955-56 season will mark Mr. Berle's eighth year on NBC-TV. The shows, which also will be seen in black-and-white, will originate from NBC's new color city in Burbank, Calif.

The tremendous growth of tv since 1948 was underlined by Mr. Berle when he commented that his first show over NBC-TV in that year cost $12,000 for time and talent, while this year each program cost an estimated $182,000. He declined to give the cost of each program in the upcoming cycle.

Three More Tv Outlets Affiliate With ABC-TV

AFFILIATION of KSWO-TV Lawton, Okla., WHUM-TV Reading, Pa. and WHTN (TV) Huntington, W. Va., with ABC-TV was announced last week by Alfred R. Beckman, director of station relations for the network. WHUM-TV will replace WEEU-TV (story page 62) as the network's Reading affiliate and WHTN will succeed WSAZ-TV as ABC-TV's Huntington outlet.

KSWO-TV is owned and operated by Oklahoma Quality Broadcasting Co. Its affiliation was effective June 1. General manager of the ch. 7 station is Ross B. Baker. WHUM-TV, on ch. 61, is owned and operated by Eastern Radio Corp. It became an ABC-TV affiliate July 1. Humboldt Greig is president and general manager. WHTN will join the network effective Sept. 27. The ch. 13 station is owned and operated by Greater Huntington Radio Corp. President and general manager is Fred Weber.

Religious Series Test To Be Carried on CBS-TV

EXPERIMENTAL series of religious broadcasts will be carried through July and August on CBS-TV, it was announced last week by the network and the National Council of Churches of Christ in the U.S.A. The series will be presented as part of a regularly scheduled show, *Look Up and Live*, Sundays, 10:30-11 a.m.

Announcement of the workshop sessions came jointly from the Rev. S. Franklin Mack, director of the council's Broadcasting & Film Commission, and George Crothers, CBS associate director of public affairs for television. Mr. Crothers said they will vary in content and form as "widely as is consistent with the basic religious truths and the limitations of television techniques."

Among the programs planned are: a variety show with such musicians as Bobby Hackett and Eddie Sauter of the Sauter-Finegan Band; an on-the-spot broadcast from New York's East Harlem Protestants Parish; a sermon on "The Theology of Jazz," delivered by the Rev. A. L. Kershaw of Oxford, Ohio; dramatic readings, and panel interviews.

Mr. Mack said he regarded the series as an "effort to discover how best to use television—which is essentially an entertainment medium—for the communication of the ideas and ideals of religion."

'Misplaced' Pearson

DURING last week's telecast of *Ozark Jubilee* on ABC-TV the camera swung across the audience to pick up a number of young men bearded in honor of the 100th anniversary of Marshfield, Miss. Only one man seated in this group was beardless. Red Foley, m.c. of the show, introduced him as "the misplaced hillbilly now living in New York, John E. Pearson," who's head of the station representative organization of the same name.

ABC Radio's '24-Plan' Offers 5-Min. Units

ABC RADIO's "24-Plan" now has been revised, offering 28 different five-minute periods in its weeknight broadcast schedule and permitting purchases in units of five, starting with 10 per week. The new schedule is a revision of ABC Radio's nighttime saturation plan made public about six months ago [B•T, Jan. 17].

Each period is five minutes and carries 1.25 commercial minutes. The total price is based on each unit's cost with no additional frequency or volume discounts and with no limit to the length of order.

According to ABC Radio's statistics, the new saturation plan offers 15 broadcasts a week for $42,000 a month as compared to a cost of its former plan of $45,000 a month for 12 broadcasts per week. Other revisions: Five nights a week offered to a sponsor instead of four; instead of a choice of three time periods, the advertiser can select six. According to ABC, the price for (time and talent) 10 broadcasts is $7,500; 15 broadcasts, $10,500; 20 broadcasts, $14,000, and 25 broadcasts, $17,500.

The saturation plan, ABC said, can deliver the advertiser's message over the full network of 352 stations on various time periods distributed Monday through Friday (between 7:55 and 10:25 p.m. EDT).

Basis of the programming is news and music. As in the "24-Plan," ABC Radio also points up what it calls "plusses" with its saturation plan. These include program ownership; single-order speed; varied audience; scheduled broadcasts; "attentive" audience and "frequency."

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

Irish Grid Network Reports 70 Stations Signed for Fall

ABOUT 70 stations have signed to participate in the Irish Football Network coverage of Notre Dame U. games this fall, it was revealed last week by WSBT South Bend, Ind.

Plans for 1955 coverage of Irish home and away contests were reported by Joe Boland, manager of the Irish Football Network and sports director of WSBT, which owns and operates the hookup. Mr. Boland who will handle play-by-play, said 70 is the largest number ever signed at a comparable date in any of the network's seven years of operation.

Network will have access to all games under an agreement with the university limiting all other national networks to broadcast of one game each played by Notre Dame at South Bend. Last year the IFN served 125 stations.

Welsh Named by CBS Radio

HARRY WELSH was named last week as director of network copy in CBS Radio's Sales Promotion & Advertising Dept. succeeding William Jayme, who has joined McCann-Erickson as a copywriter. Mr. Welsh was a copywriter with CBS Radio for the past four years.

At the same time, Arnold Benson, a copywriter in CBS Radio Spot Sales Promotion & Advertising Dept., was appointed to a newly created position of director of stations promotion service in CBS Radio Spot Sales. Before joining CBS Radio, Mr. Benson was with *Esquire* as a promotion writer and before that served in the WRCA-AM-TV New York promotion dept. He also had been at J. Walter Thompson and Grey Adv. Agency.

Frank Joins NBC-TV

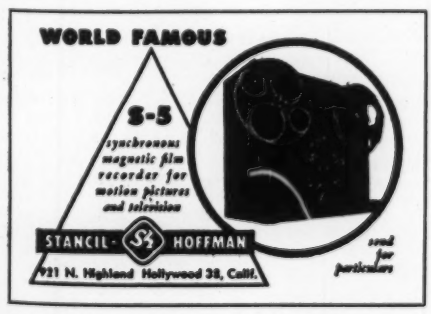
NORMAN FRANK, program supervisor of CBS Radio, resigned from his post last week, effective the end of July, to become producer-director of the new Arlene Francis show, *People at Home*, which will be launched on NBC-TV in mid-August (Mon.-Fri., 10:45-11 a.m. EDT). His successor at CBS Radio has not been selected. Mr. Frank has been with CBS Radio since March 1952.

NETWORK PEOPLE

Winstead S. (Doodles) Weaver, comedian, NBC-TV *Swift Show Wagon with Horace Heidt*, and brother of Sylvester L. (Pat) Weaver Jr., NBC president, assumes assistant producer duties with Heidt show.

Buddy Bregman, musical director, former NBC-TV *Colgate Comedy Hour*, assigned to NBC-TV *Allen in Movieland* program in similar capacity.

Wyllis Cooper, 56, veteran radio-tv and motion picture writer, and former producer-director, NBC-TV *Stage 13*, died June 22 after long illness.



FTC SETS RULES FOR MANUFACTURERS

Federal Trade Commission issues set of rules banning misrepresentation for the manufacture, sale or distribution of sets, parts and accessories.

SET of rules for the radio-tv manufacturing industry that bans misrepresentation in the manufacture, sale or distribution of radio-tv sets or parts and accessories was issued by the Federal Trade Commission last week [B•T, June 27]. Action follows a series of conferences with industry associations dating back to 1950.

Objectives of the new rules are to maintain free and fair competition in the industry and the harpooning of any unfair practice or trade abuse. It succeeds the code of 1939 for the radio receiving set manufacturing industry.

One of the rules brands as deceptive any statement that may mislead a tv set purchaser on the actual size of the picture to be received or the size of the tube. If a screen has a rectangular shape, the size indicated should be the horizontal distance between the sides. In the case of a circular screen area, the size should be measured in terms of the screen's diameter.

The convertibility of a tv set either for color, uhf or other services also comes under scrutiny of the new FTC code. Any statement made that a set can be readily adjusted, without added parts, to receive color signals or uhf when such is not the case is considered a deceptive act.

In similar fashion the rules defy misrepresenting the effectiveness of antennas and their ability to "bring in" distant transmissions. Specifically it is unfair to state that built-in or indoor antennas will perform as well as outdoor antennas when this is not the case.

Restrictions also are placed on the general performance claims of radio or tv sets and accessories. This involves such things as reception of foreign broadcasts and distant stations; interference, noise, and static, and quality of signal.

Other rules in the new code take up deceptive pricing practices and the allocation of advertising and promotion allowances on a proportionally equal basis.

The rule dealing with the size of the tv picture becomes effective in six months. Most of the other rules will go into operation in 30 days.

Stromberg-Carlson Becomes General Dynamics Division

STOCKHOLDERS of Stromberg-Carlson Co. and General Dynamics Corp. approved at separate meetings last week the merger of the two firms whereby Stromberg-Carlson becomes a General Dynamics division.

Stromberg-Carlson will retain its individual identity and organizational structure, with Robert C. Tait, former S-C president, continuing to head the Rochester, N. Y., firm as a senior vice president of General Dynamics.

Involved in the transaction is a wholly-owned subsidiary, which operates WHAM-WHFM (FM) and WHAM-TV Rochester. William Fay, former vice president in charge of Stromberg-Carlson's broadcasting division, has been elected president of the newly-created Stromberg-Carlson Broadcasting Corp. [B•T, June 20]. Mr. Tait becomes chairman of the board of the radio-tv subsidiary.

Announcement of the merger was made by John Jay Hopkins, chairman of the board and president of General Dynamics, following a meeting of shareholders in Dover, Del. Under terms of the agreement, holders of Stromberg-Carlson common stock will receive one share of General Dynamics common for each share they now hold. S-C outstanding preferred stock was redeemed May 27. Directors of the two companies had approved the merger proposal April 25 [B•T, May 2].

In Rochester, Mr. Tait said the merger will give Stromberg-Carlson a stronger base on which to expand its communications and electronics operations.

General Dynamics is a leading producer of military and commercial aircraft, atomic and conventional submarines and guided missiles.

Among Stromberg-Carlson products are tv and radio receivers, hi-fi phonographs, sound equipment and electronic and communications products for the Armed Forces.

Graybar to Distribute Ampli-Vision Products

AN AGREEMENT was reached last week under which the Graybar Electric Co. will serve as national distributor of manufactured products of Ampli-Vision, a division of International Telemeter Corp.

Announcement was made jointly by Louis A. Novins, vice president of Telemeter and assistant to the president of Paramount Pictures, which owns more than 80% of Telemeter, and George Ira Jones, manager of electronic sales for Graybar.

Ampli-Vision manufactures electronic components for use in community television sys-

tems, closed-circuit television systems and master antenna systems. A spokesman said the Ampli-Vision equipment is "capable of immediate adaptation to closed circuit (both black-and-white and color tv) installations of Telemeter pay-as-you-see coin boxes, and Telemeter plans to install pay-as-you-see in certain closed circuit situations."

SET PRODUCTION GAINS OVER 1954

RADIO and tv set production are running far ahead of last year.

Through May, radio set output for 1955 ran 44% above 1954—5,853,954 sets compared to 4,048,904 a year ago, according to Radio-Electronics-Tv Mfrs. Assn.

The usual seasonal dip that normally marks set production in May was felt in tv but radio showed surprising strength by defying the trend. Total radio output was 1,114,035 sets in May compared to 1,099,775 in April and 722,104 in May 1954.

Tv set output totaled 3,238,820 for the first five months of 1955 compared to 2,301,055 a year ago—an increase of 41%. In May the tv production totaled 467,394 sets, falling from April's 583,174, but well above the 396,287 receivers made in May 1954.

Of May's radios, 8,726 had fm facilities plus another 1,782 tv sets that had fm tuners. Of the tv sets, 61,784 were equipped with uhf tuners.

Heaviest increase in radio set output, by model, occurred in clock radios, which rose from 72,602 in April to 130,608 in May.

Following are radio and television set production totals during the first five months of 1955:

	Television	Home Sets	Portables
Jan.	654,582	280,121	47,303
Feb.	702,514	232,831	109,120
*March	831,156	300,840	233,465
April	583,174	193,431	265,866
May	467,394	161,357	258,701
TOTAL	3,238,820	1,168,580	914,455

	Auto	Clock	Total Radio
Jan.	573,837	166,885	1,068,146
Feb.	597,742	150,031	1,089,724
*March	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
TOTAL	3,076,849	694,070	5,853,954

* Five Weeks

What You Don't Know
About Television
CAN Hurt You.

See Pages 44 & 45

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Allen B. DuMont Labs			
KTBS-TV Shreveport, La.	25 kw	tv (ch. 3)	new station
WDBJ-TV Roanoke, Va.	5 kw (driver)	tv (ch. 7)	new station
General Electric Co.			
KFJZ-TV Ft. Worth	5 kw	tv (ch. 11)	new station
KVOS-TV Bellingham, Wash	5 kw	tv (ch. 12)	------
WTTW (TV) Chicago, educational	5 kw	tv (ch. 11)	new station
KRMA-TV Denver, educational	5 kw	tv (ch. 6)	new station
WPAG-TV Ann Arbor, Mich.	1 kw	tv (ch. 20)	------
	ORDER		
GE			
KRLD-TV Dallas	35 kw	tv (ch. 4)	------

OTHER EQUIPMENT: DuMont also has reported shipment of monochrome multiscanner equipment and a color slide scanner to CBS New York and a monochrome multi-scanner to KHQA-TV Hannibal, Mo. (ch. 7). GE reported it shipped a vidicon film chain to WSEE (TV) Erie, Pa. (ch. 35).

DuMont Creates New Division, Appoints Christaldi as Head

FORMATION of a new technical products division at Allen B. DuMont Labs Inc. was announced last week by William H. Kelley, vice president and general manager. The division will be headed by Dr. P. S. Christaldi, who has been with the DuMont organization since 1938, most recently as manager of the instrument division.

MR. CHRISTALDI

Mr. Kelley said the new division resulted from the increased emphasis on industrial and communications electronics, instrumentation and tv equipment for broadcasting and industry. The technical products division, under Dr. Christaldi, will manufacture and sell the products formerly handled by the company's instrument division and communication products division.

Dual Reader Announced

THE CAMERA MART Inc., New York has announced the Dual Reader, the firm's newest addition to the field of 16mm film editing equipment. The device consists of an optical sound reproduction unit, combination speaker-amplifier and a base plate to which "any 16mm motion picture viewer can be used in conjunction with the sound." The design permits the sound head to be positioned for single or double system tracks and for editing from either right to left or left to right viewers and provides for an adjustment so that the "picture and sound are separated by exactly 26 frames for synchronization," according to Camera Mart. The equipment operates on 110-120 volts, 60 cycles AC and is priced at $195.00 Further information and literature can be obtained from the company at 1845 Broadway, New York 23.

NEWEST 16mm film editing equipment of Camera Mart Inc. is this device called the Dual Reader.

Emerson Revises Price Policy; New Line Shown in New York

BENJAMIN ABRAMS, president of Emerson Radio & Phonograph Corp., last week announced establishment of uniform retail prices throughout the country for Emerson products. He said the uniform prices will be possible by pre-payment of freight charges by the company. Mr. Abrams also said the company is discontinuing the practice of ending retail prices just under the rounded dollar figure claiming that "consumers are not fooled by price endings." Prices hereafter will be in round numbers.

Price announcement was made during Emerson's annual distributors convention in New York last Monday through Thursday. Mr. Abrams also addressed the gathering on the dangers that could arise from pay-see tv (story, page 64).

A new line of Emerson radio, tv and phonograph sets was introduced at the convention, which marked the company's 40th anniversary. Included was the first 21-inch color receiver manufactured by Emerson, with a list price of $894.

Admiral Automation Line Sent to RCA Under License

ADMIRAL Corp. announced Tuesday it has shipped part of a tv receiver "automation" line to an RCA plant in Indianapolis under a license agreement negotiated last January.

The electronically-controlled automatic equipment is similar to that utilized by Admiral for the production of its own tv receivers the past year, according to John B. Huarisa, executive vice president of the Chicago manufacturer.

RCA was licensed under patents involving radio, television and automation, it was explained.

MANUFACTURING PEOPLE

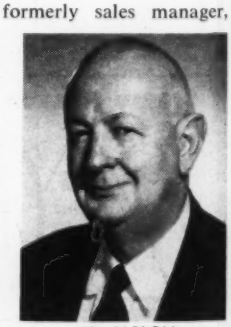
Richard Hodgson, trend planning director, Fairchild Camera & instrument Corp., Syosset, L. I., N. Y., elected vice president and promoted to reconnaissance systems div. general manager.

MR. HODGSON

E. W. Windahl, Duluth, Minn., branch manager, Graybar Electric Co., N. Y., appointed Indianapolis branch manager; **D. A. Silger,** inside and outside lighting sales manager, succeeds Mr. Windahl.

George Deters appointed equipment picture tube sales manager, Raytheon Mfg. Co., Chicago.

W. Walter Jablon, formerly sales manager, Radio City Products Co., Easton, Pa., appointed general sales and advertising manager, Presto Recording Corp. (sound recording equipment), Paramus, N. J., succeeding **Thomas B. Aldrich,** resigned.



MR. JABLON

J. J. Lieske Jr., Washington representative, Graybar Electric Co., N. Y., to Chicago office as district sales manager.

Franco Appoints Hubbell Vice President-Gen. Mgr.

APPOINTMENT of Richard W. Hubbell as vice president and general manager of Carlos Franco Assoc., New York, newly established advertising, research and marketing consultant firm, was announced last week by Carlos Franco, president. Mr. Hubbell, author of "4,000 Years of Television" and "Television Programming and Production," has been active in the tv consulting field since 1944.

MR. HUBBELL

Since he entered the field, he has been associated in executive capacities with DuMont Television Network, CBS-TV, Crosley Broadcasting Co. and Easton Publishing Co. (WEEX-AM-FM and WGLV (TV) Easton, Pa.). He also has served in the production-direction departments of WQXR and WOR, both New York, and with "The March of Time."

In 1951, he joined the U. S. Department of State as head of tv. During 1952-53, he set up the tv service for Voice of America.

Hoffman Joins Law Firm

MALCOLM A. HOFFMAN, who has headed the trial staff in the government's pending monopoly suit against RCA, resigned Friday as Special Assistant U. S. Attorney in the Dept. of Justice Anti-Trust Division (New York office), to join the New York law firm of Rosenman, Goldmark, Colin & Kaye, counsel to CBS. In resigning, Mr. Hoffman, who also has been in charge of a suit brought against General Electric Co. (Carboloy Case), said he was leaving with knowledge that current prosecutions, including the one against RCA, would be brought "to successful conclusions."

PROFESSIONAL SERVICE SHORTS

KLAC Hollywood has named Robert C. Lewin and Leonard B. Kaufman (publicity), Hollywood.

Optical Products Corp., N. Y., has retained Bosh Stock Assoc., same city, for public relations and promotion campaign for new eyeglass frame, "Solitaire." Radio-tv will be used. Jack P. Felton Adv., N. Y., continues as Optical Products agency.

Radio's Reliable Resources (brokerage, financing, management), Phila., has moved to new and enlarged quarters at 1237 Vine St.; telephone: LO 4-4429.

Harshe-Rotman Inc. (public relations), Chicago, has opened Detroit office, 621 Free Press Bldg., with Dick Frederick, Detroit newspaperman and publicist, representing firm there.

PROFESSIONAL SERVICE PEOPLE

Richard Godon appointed vice president, Telerad Inc. (radio-tv management), Pueblo, Colo.

Audrey Kreitman promoted to editor, St. Louis edition, *Tv Guide;* **Bob Sander** appointed production manager, Kansas City edition.

Edwin Green, L. A. office manager, Walker & Crenshaw (publicists), to Robert S. Taplinger & Assoc. (public relations), Beverly Hills, Calif., as publicist.

CBC GRANTS TWO MORE TVS FOR ONTARIO

New outlets, expected on the air by yearend or early 1956, will be located at Timmins and North Bay.

FIRST tv stations for northern Ontario are expected to be on the air by yearend or early in 1956 following recommendations made by the Canadian Broadcasting Corp. board of governors for stations at Timmins and North Bay. Applications for five new tv stations were heard at the CBC board meeting at Ottawa on June 24.

Application by CKRD Red Deer, Alta., for a tv station was turned down, while the application for a low-power station at Schefferville in the new iron ore mining area of northern Quebec was deferred pending investigation.

Successful applicants were J. Conrad Lavigne, owner of CFCL Timmins, who asked for a license for a station on ch. 6, with 18.5 kw video and 9.25 kw audio power, and G. A. Alger and associates who applied for a station on ch. 10 with 28.5 kw video and 14.25 kw audio for North Bay. Approval of this application is the first time a group not in any way affiliated with a radio station has been successful. Latter applicant stated he will spend $294,000 on the station and would start construction immediately. A second application for North Bay by J. F. Grainger, publisher of the *North Bay Nuggett,* and Keith Packer, manager of CFCH North Bay, was turned down.

Power Increases Authorized

CKCO-TV Kitchener was recommended for a power increase from 16 kw video to 29.4 kw video, from 8.45 kw audio to 14.6 kw audio, with antenna height raised from 501 feet to 928 feet above average terrain. CHCH-TV Hamilton, ch. 11, was recommended for power increase from 16.9 kw video to 100 kw video and from 10.05 kw audio to 60 kw audio, with antenna increased from 622 feet to 641 feet above average terrain.

Applications for new broadcast stations were deferred or turned down. Two applicants for a station at Swift Current, Sask., 250 watts on 1400 kc, were deferred and an application of F. Vincent Regan for 5 kw on 1290 kc at London, Ont., was also left over for further study. Applications for stations at Corner Brook, Nfld., and Weyburn, Sask., were turned down.

CKCH Hull, Que., was recommended for a standby transmitter license, and CJVI Victoria, B. C., for a broadcast pickup license.

Application for the low-power tv station at the iron ore mine in the Quebec-Labrador area at Schefferville was deferred for further study, as applicant A. K. Hansen, communications director of the North Shore-Labrador Railway, had asked for 20 hours of CBC kinescope programming. He pointed out that the station, for the families of the 1,200 workers at this isolated mine, would only be able to supply one hour of programming a day without help from CBC kinescope material. CBC's Chairman A. D. Dunton pointed out that this would place the financial responsibility on CBC.

CBC board also decided on a new regulation regarding simulated sport broadcasts after hearings from various stations, sporting associations and the Canadian Assn. of Radio & Television Broadcasters. The new regulation, in brief, requires written assurances of approval of the simulated or reconstructed broadcasts by the sporting group putting on the game, assurances that the broadcast is not developed from other broadcasts and that no reconstructed broadcast may be made at the same time that an actuality broadcast of the event is on the air in the area.

World Tv Survey

TOTAL number of television stations in operation throughout the world is 570, according to a report issued last week by the United Nations Educational, Scientific & Cultural Organization, New York. The figure is based on a UNESCO world survey made in 1953 and brought up to date as of February 1955. The study sets the world total of tv receivers at 42 million in 1955 compared with 24,700,000 in 1953 and reveals that 20 more countries on every continent are planning to introduce television.

Radio Free Europe Marks Fifth Anniversary Today

FIFTH anniversary of the start of Radio Free Europe will be marked today (Monday) with a salute to people behind the Iron Curtain for their resistance to Communism and their determination to regain freedom. When the Radio Free Europe operation began in 1950, only one mobile shortwave transmitter, located in West Germany was used, broadcasting a total of 10 hours a week to Czechoslovakia, Poland, Hungary, Romania and Bulgaria.

As the operation enters its sixth year, more than 29 shortwave and medium wave transmitters and relay stations located at three West German sites and in Portugal are on the air

MH
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WILLIAM W. DONNELLY, Manager
Hotel SENATOR
SACRAMENTO, California
The Capital's Premier Hotel—400 rooms
CHARLES W. COLE, Manager
Hotel EL RANCHO & Bungalows
GALLUP, New Mexico
World's Largest Ranch House—200 rooms
MARTIN L. HANKS, Manager
Hotel PARK LANE
DENVER, COLORADO
Magnificent Rocky Mountain View—400 rooms
CHARLES W. COLE, Manager
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3,000 hours a week to the same five countries. Five transmitters have individual signal strengths of 100,000 watts or more.

Regarding the activities of Radio Free Europe, William J. C. Egan, the organization's director said, "We start our sixth year of broadcasting with unwavering determination to help the captive peoples in their struggle to rejoin the world community of free nations. Radio Free Europe helps its listeners help themselves by giving them the facts about their own countries, the Soviet Union and the free world . . ."

Tv Station Starts in Bangkok As First on Asiatic Mainland

START of operation of the first tv station on the Asiatic mainland, located in Bangkok, Thailand, was announced last week by Meade Brunet, vice president of RCA and managing director of RCA International Div. The station has two studios and incorporates the latest techniques in video and acoustics, according to Mr. Brunet, who returned recently from Thailand.

Licensee of the outlet is the Thai Television Co., a government-sponsored agency. Plans call for the use of tv as a mass-scale education medium. "The same television standards that are presently in use in the Western Hemisphere, Japan and the Philippine Islands are bringing to Thailand the finest quality images," Mr. Brunet reported.

Apparatus includes an RCA 11-kw transmitter, complete studio equipment and an RCA mobile tv unit for remote telecasts.

CHNS' Redmond Elected

GERRY REDMOND, manager of CHNS Halifax, N. S., was elected president of the Atlantic Assn. of Broadcasters at the annual meeting at St. Andrews-by-the-Sea, N. B., on June 21. He succeeds Fred A. Lynds, CKCW-AM-TV Moncton, N. B. John Hirtle, manager of CKBW Bridgewater, N. S., was elected vice-president; Art Manning, manager of CKCL Truro, N. S., as secretary, and Geoff Stiring, CJON St. John's, Newfoundland, as treasurer.

INTERNATIONAL SHORTS

German radio-tv set dealers report 16% increase in grosses in first 1954 quarter over same period last year with grosses up 31% by March. Record number of 24,500 tv sets shipped in March.

Vienna, Austria, is first city in country with tv with start of test operations of 100 w tv transmitter on air two hours per day.

James Lovick & Co. (adv.), Vancouver, B. C., has moved to new quarters at 1178 West Pender St.

CKCY Sault Ste. Marie, Ont., and **CKVR-TV** Barrie, Ont., have joined Canadian Assn. of Radio & Television Broadcasters.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
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Building Supplies—$53,752,000
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Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

N. Y. Controller Asks Funds for Educ. Tv

SUGGESTION that funds be appropriated to study the problem of an educational tv system in New York State was made last Tuesday by State Controller Arthur Levitt when he addressed an all-day regional meeting of the New York State Committee for the White House Conference on Education.

Board of regents' recommendation for a state-wide educational television network was rejected by a committee set up by former Gov. Thomas E. Dewey at the conclusion of its study a few years ago.

Mr. Levitt said the matter of educational television was far from dead, and that the time had come to revive the program. "Educational television could be used to spread the best available teaching talents in the public schools to a wider audience of students," Mr. Levitt said, adding that "such an application of television would be particularly useful." He stressed that in after-school hours educational television would "supplement and complement the school curriculum."

Mr. Levitt also told his audience that "in the field of adult education, the potentialities of educational television are unlimited."

12,000 Students Reported Taking Credit Courses by Tv

SURVEY by the committee on television of the American Council on Education discloses that approximately 12,000 students have taken credit courses by tv from a list of 170 regular academic courses offered by 44 different institutions.

The U. of Houston (Tex.) has had credit enrollments for a single course running as high as 700, according to the survey. Examination results at the U. of Houston, as well as other schools, indicate that tv students do as well as those taking regular classroom instruction.

At the U. of Southern California, Los Angeles, 213 students took examinations for college credit the first time Dr. Frank Baxter gave his *Shakespeare on Tv* course.

Non-credit enrollment (where syllabi or special materials are purchased to follow the course) in at least two cases has exceeded 1,000, the survey claims: a course on the religions of man offered by Washington U., St. Louis, and carried by educational KETC (TV) there has 1,067 such viewers, and last year the U. of California sold 1,072 syllabi for its credit course on art appreciation.

A new book, "Credit Courses by Tv," published a fortnight ago by the American Council on Education, presents an analysis of problems and procedures involved in college-level tv instruction and a summary of a conference on credit courses by tv held this spring at the Kellogg Center, East Lansing, Mich.

Foreign Radio-Tv Specialists To Attend Missouri U. Course

PROGRAM designed to show American broadcasting methods and policies to 18 foreign radio-tv specialists has been started by the Missouri U. School of Journalism, Columbia, Mo. The project was arranged by the U. S. State Dept. and governments of foreign nations.

Eighteen broadcast leaders, 14 from Central or South America, are on the university campus to hear a series of lectures to be coordinated with internships in American radio and tv stations. They will be in the United States six months. KOMU-TV, university station, and KFRU Columbia are providing laboratory facilities. The current week's course will be directed by J. Frank Beatty, B•T senior editor.

The project was arranged to help improve international relations by giving these foreign leaders a better understanding of the American system and to aid them in properly interpreting and evaluting exchange programs. The lecture series will last a month, to be followed by internships. In charge of the project is Dean Earl English, of the journalism school. Elizabeth Nixon, member of the Westminster College faculty, is project coordinator. Mahlon Aldridge, KFRU general manager, is directing laboratory work with Dr. Edward Lambert, professor of journalism and director of the university's educational tv program, directing the tv phase of the project.

Quigley Believes Educators Know Too Little About Tv

IN AN article in the July *Harper's* magazine, Martin Quigley, former manager of educational KETC (TV) St. Louis, says that when educators get into a mass medium "they do not show much evidence that they understand either the mass or the medium." He also maintains educators who are trying to persuade people to finance educational tv promise too much and consider the problem too slight.

Mr. Quigley writes that one of the problems is learning about the potentialities of in-school tv but that there is little discussion between educators on how best to utilize it.

Walker Asks Educ. Tv Support

LIP SERVICE is "just what educational television in Washington (D. C.) needs at the present time" to carry the word to every group in the community, Paul A. Walker, former chairman of the FCC, said in an address last Wednesday before the Greater Washington Educational Tv Assn. He said that in his opinion "no other educational movement in American history has had greater potentialities for public benefit than the movement in which you are now engaged." Mr. Walker added, "We must somehow bring educational television to Washington."

EDUCATION PEOPLE

Richard Clendenen, co-director, National Consultants of Youth Welfare; **Jane Hood,** assistant to superintendent, California State Board of Education; **Doris Nettleton,** educator; **Mrs. Thomas Nicholson,** tv-radio chairman, L. A. Archdiocesan Council of Catholic Women, and **Dr. Logan Wilson,** president, U. of Texas, elected to board of directors for three years, National Assn. for Better Radio & Tv, L. A.

Eddie Cantor, Jack Webb, Bob Crosby and **Dick Powell,** radio-tv entertainers, appointed to scholarship committee, National Audience Board.

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DAY AT THE RACES

A DAY at the races was staged last Wednesday for staff members and performers of WRCA-AM-TV New York as hosts to grocery manufacturers' representatives of New York. About 400 persons attended the all-day outing. The party traveled by boat from Manhattan island to the New Jersey shore where it embarked by bus to Monmouth Park Track. For those whose broadcasting schedules didn't permit the trip via boat, travel to Monmouth was by helicopter.

LIVESTOCK QUOTATIONS

LIVESTOCK QUOTATIONS direct from the Oklahoma City Livestock Exchange are being broadcast on WKY Oklahoma City by Bill Hare, secretary to the exchange, as a new service to the state's farmers and ranchers. The program is aired daily at 12:50 p.m. Mr. Hare is also vice president of the Oklahoma Agriculture Advisory Council and chairman of the market promotion and public relations committee of the National Livestock Exchange. According to WKY, Oklahoma City is the nation's eighth largest cattle market.

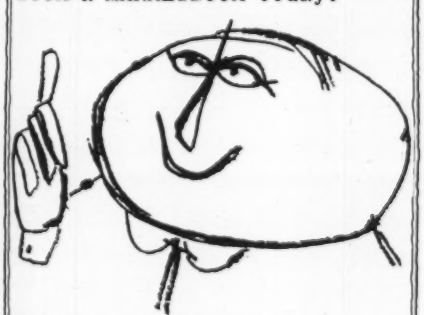
WFBR LUNCHES ADMEN IN N. Y.

A SERIES of luncheons to acquaint agency and advertiser people with the sales story of WFBR Baltimore was held at the Stork Club in New York a fortnight ago. A combination slide and easel presentation, based on a Pulse survey of 22 counties where one or more Baltimore stations can be heard, was employed to claim that in terms of ratings, WFBR ranked either first or second in all of the rated time periods. The study, presented by WFBR Vice President and General Manager Robert B. Jones Jr., also compared WFBR ratings with those of other stations and included sketches of the station's music, news, sports, audience participation and women's programs.

BIRDS AND ELEPHANTS

EIGHT PARAKEETS have been delivered to local agencies by WLOW Norfolk, Va., with the attached message, "Any advertising campaign that does not include WLOW in Norfolk is strictly for the birds." Similar promotions are planned throughout the summer, according to Robert Wasdon, vice president, who is considering as one possibility a "radio spectacular," an elephant for agencies with the note, "WLOW, the biggest radio buy in town."

Don't forget to reserve your space in the TELECASTING YEARBOOK & MARKETBOOK today.



Proof deadline: July 15.
Final deadline: July 25.
Publication date: Mid-August.
15,000 run.

2,000 BALLOONS

TO PUBLICIZE the coming of CBS-TV's new program, *The $64,000 Question*, WSTV-TV Steubenville, Ohio, dropped 2,000 balloons from an airplane over five cities in the Wheeling, W. Va.-East Liverpool, Ohio, area. Printed on the balloons were the program's name and time and the station's call and channel. Separate flights were made to each of the cities. The biggest problem, WSTV-TV reports, was blowing the balloons up. It took Bill McClinton, public relations director, and a helper eight hours and a tank of compressed nitrogen.

STICKER CAMPAIGN

PLYMOUTH and its more than 6,000 dealers will use a sticker campaign to promote *Plymouth News Caravan* on NBC-TV in all its correspondence sent to customers and prospects. The stickers, one and a half inches by one and five eighths, with a photo of John Cameron Swayze, will also be used by the dealers in areas receiving the tv show. Plymouth, through N. W. Ayer & Son, New York, sponsors the show on NBC-TV Monday and Wednesday except every fourth Monday.

BISHOPVILLE TO ATLANTIC CITY

TO MARK its first anniversary, WAGS Bishopville, S. C., held a celebration featured by a beauty contest to select Miss WAGS. The winner was Martha Dean Chestnut, beating out 61 other contestants. She was chosen by the city to represent Bishopville in the Miss South Carolina pageant where she again was adjudged winner. She will compete in the Miss America contest at Atlantic City Sept. 5.

'OPERATION TUBERCULOSIS'

RESPONSE of nearly 1,000 cards, letters and phone calls have been received by KING-TV Seattle for its special, one-hour, live production, "Operation Tuberculosis." The program, conducted from a Seattle hospital, included approximately 35 minutes from a surgery room during an actual operation on a TB patient. The operation was preceded by a short description of tuberculosis in laymen's language. The show, prepared in cooperation with the King County (Wash.) Medical Society, the Washington State and King County depts. of health and the King County Anti-Tuberculosis League, was over two years in the making.

BUILDING AN AUDIENCE

EXTENSIVE year-long promotion campaign to build listenership is being conducted by WBEN-TV Buffalo, N. Y. Included is the use of 11 by 84-in. bus cards, silk screened in five colors, intended to show riders the lineup of tv entertainment available on WBEN-TV. The cards change every month. The station also has bought sign-off time on Buffalo, Niagara Falls and Lockport, N. Y., stations which leave the air in late afternoon and early evening hours, reminding listeners to tune over to WBEN-TV for the balance of the evening. In addition, 20-in. newspaper ads and 20 outdoor wall signs are being utilized by WBEN-TV.

FILM ABOUT INDIANS

FIVE-MINUTE black-and-white tv film to herald the 34th performance of the renowned Inter-Tribal Indian Ceremonial Aug. 11-14 in Gallup, N. M., has been prepared by KOB-TV Albuquerque as a public service. The film has been scheduled for showing on 15 western and southwestern tv stations. The film is designed to acquaint people with the event and to contribute to a better understanding of the Indian, showing preservations of the Indian civilization, culture, economy and art. Stations interested in programming the film without charge in late July or early August prior to the ceremonial may write to Duke Kerstein Adv. Agency, 500 2d St., N. W., Albuquerque, or Ceremonial Assn., Box 1029, Gallup.

IKE VISITS NEW ENGLAND

EXTENSIVE COVERAGE to President Eisenhower's New England visit was provided by the North Country group of stations, WIKE Newport, WTWN St. Johnsbury and WNIX Springfield, all Vt. During four days, North Country special events crews covered the Vermont State Dairy Festival at Rutland where the President spoke, the President's address to members of the New Hampshire State Legislature at Concord and a concert by the U. S. Army Field Band at Franconia Notch which was followed by a Presidential speech. Interviews, color and a description of Ike's golf game via a battery-operated tape recorder were originated from the Mountain View House Hotel library at Whitefield. Don Thurston of WIKE made a recording of White House press secretary James Haggerty's statement at a special news conference regarding the Russian MIG attack on an American Navy Patrol plane. The recording was aired verbatim shortly after the conference closed while "press men were still banging out copy and stumbling to phones." On the last day the station covered the President's arrival and remarks at Lancaster, N. H. WIKE and WNIX are named after the President and Vice President, respectively.

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Station Authorizations, Applications

(As Compiled by B • T)

June 23 through June 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of May 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,711	522	134
CPs on air	15	18	†320
CPs not on air	103	12	124
Total on air	2,726	540	454
Total authorized	2,829	552	578
Applications in hearing	121	2	174
New station requests	217	4	16
New station bids in hearing	66	0	119
Facilities change requests	149	7	36
Total applications pending	807	78	209
Licenses deleted in May	0	2	0
CPs deleted in May	0	0	4

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

• • •

Am and Fm Summary Through June 22

	On Air	Licensed	CPs	Appls. Pend-ing	In Hear-ing
Am	2,732	2,716	122	245	80
Fm	540	527	25	9	0

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	288	322	610[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	313	103	416
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	950	337	746	540	1,287[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,008	337	776	568	1,345[4]

[1] 144 CPs (30 vhf, 114 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 645 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Portland, Ore.—Granted new tv station ch. 8 to North Pacific Television Inc. and denied competing applications in final hearing decision (see Hearing Cases). Granted June 23. Announced June 29.

Existing Tv Stations . . .

ACTIONS BY FCC

WWLP (TV) Springfield, Mass.—Granted change from ch. 61 to ch. 22 and make ERP 200 kw visual and 100 kw aural. Granted June 24. Announced June 29.

WKNY-TV Poughkeepsie, N. Y.—Granted change from ch. 66 to ch. 21, change station location from Kingston to Poughkeepsie, change description of transmitter and studio location (not a move); ERP to 13.8 kw visual and 7.41 kw aural with directional antenna. Granted June 24. Announced June 29.

WSIX-TV Nashville, Tenn.—Granted change of studio location to same as transmitter location and waiver of Sec. 3.613 of Commission's rules. Granted June 22. Announced June 29.

CALL LETTERS ASSIGNED

WKRG-TV Mobile, Ala.—WKRG-TV Inc., ch. 5.
WDAM-TV Hattiesburg, Miss.—Lion Television Co., ch. 9. Changed from WDAM (TV).
KAVE-TV Carlsbad, N. M.—Carlsbad Bcstg. Corp., ch. 6.
KPIC (TV) Roseburg, Ore.—South West Oregon Television Bcstg. Corp., ch. 4.
WISN-TV Milwaukee, Wis.—The Hearst Corp., ch. 12. Changed from WTVW (TV) effective Aug. 15.

APPLICATIONS

WJMR-TV New Orleans, La.—Seeks mod. of cp on ch. 61 to change ERP from 200 kw visual and 100 kw aural to 5,000 kw visual and 2,500 kw aural. Filed June 27.

WWLP (TV) Springfield, Mass.—Requests change to ch. 22 and change ERP to 206 kw visual, 103 kw aural as permitted by FCC order of April 27. Filed June 23.

WBNS-TV Columbus, Ohio—Seeks mod. of cp on ch. 10 to change visual ERP to 218.8 kw from 219 kw and aural ERP from 123 kw to 124.46 kw. Filed June 23.

WENS (TV) Pittsburgh—Telecasting Inc. seeks mod. of cp to change frequency from ch. 16 to ch. 11; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 856 ft. Filed June 29.

APPLICATION DISMISSED

WHYN-TV Springfield, Mass.—Dismissed application proposing switch from ch. 55 to ch. 36 with location at Northampton, Mass. Dismissed June 29.

New Am Stations . . .

ACTIONS BY FCC

Houston, Miss.—Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis & James H. Atkinson d/b as WCPC Bcstg. Co. granted 1320 kc, 1 kw daytime. Post office address % Robin H. Mathis, Houlka, Miss. Estimated construction cost $17,818, first year operating cost $24,000, revenue $36,000. Principals in equal general partnership include General Manager **Robin H. Mathis**, student at tv school; **Ralph C. Mathis**, student at tv school; **Rad W. Mathis**, diesel technician, and **James H. Atkinson**, telephone company owner. Granted June 23.

Goldsboro, N. C.—Wayne Bcstg. Co. granted 1300 kc, 1 kw daytime. Post office address 116 W. Mulberry St., Goldsboro. Estimated construction cost $16,385, first year operating cost $38,000, revenue $57,500. Principals include Pres. **John L. Henderson** (4%), insurance; Vice Pres. **LaMont L. Edgerton** (8%), farm equipment; Sec.-Treas. **Lawrence B. Carr** (52%), program director WMPH Smithfield, N. C., and **Benjamin F. Carr** (16%). Granted June 23.

Rupert, Idaho—Inland Bcstg. Co. (KWEI Weiser, Idaho) granted 970 kc, 1 kw daytime. Post office address Box 791, Weiser, Idaho. Estimated construction cost $13,120, first year operation cost $30,000, revenue $36,000. Principals include Pres. **Mervin V. Ling** (71.9%); Vice Pres. **Delphia E. Ling** (4%), and Sec.-Treas. **Edwin C. Miller** (23.9%). Granted June 23.

APPLICATIONS

Montgomery, Ala.—John F. Shea, 1370 kc, 1 kw daytime. Post office address 1133 Alford Ave., Birmingham, Ala. Estimated construction cost $13,700, first year operating cost $26,000, revenue $32,000. Mr. Shea is chief engineer WSGN Birmingham. Filed June 21.

Oceanside, Calif.—San Luis Rey Bcstg. Co. amends application for 1450 kc, 100 w unlimited to request 1320 kc, 500 w unlimited, directional day and night. Post office address 307 North Hill St., Oceanside. Estimated construction cost $36,321, first year operating cost $60,000, revenue $70,000. Principals are Pres. **C. W. Shancks** (33.3%), hardware and appliance retailer; Vice Pres. **Nathaniel P. Maurer** (33.3%), real estate owner, and Sec.-Treas. **Walter M. Johnson** (33.3%), real estate and banking interests. Filed June 14.

Canton, Ga.—L. H. Christian and C. A. McClure d/b as Christian & McClure, 1290 kc, 1 kw daytime. Post office address P. O. Box 1388, Athens, Ga. Estimated construction cost $14,750, first year operating cost $40,000, revenue $50,000. Mr. Christian is pres.-gen. manager-52% stockholder WRFC Athens, Ga., and 45% owner WGBA Columbus, Ga. Mr. McClure is 36¼% owner WRFC and 45.7% owner WGBA. Filed June 29.

Anna, Ill.—Ralph L. Hirsch d/b as Anna-Jonesboro Bcstg. Co., 900 kc, 500 w daytime. Post office address 1855 Thilenius, Cape Girardeau, Mo. Estimated construction cost $23,530, first year operating cost $25,000, revenue $36,000. Mr. Hirsch is manager KFVS Cape Girardeau and principle stockholder KSIM Sikeston, Mo. Filed June 21.

Amite, La.—Louis Alford and Albert Mack Smith d/b as Amite Bcstg. Co., 1010 kc, 250 w daytime. Post office address P. O. Box 571, Hazlehurst, Miss. Estimated construction cost $10,725, first year operating cost $24,000, revenue $30,000. Messrs. Alford and Smith each own ½ interest in WAPF McComb, and WMDC Hazlehurst, both Miss. Filed June 21.

Salisbury, Md.—Elizabeth Evans and W. Courtney Evans, 1320 kc, 1 kw daytime. Post office address Box 144, Frandford, Del. Estimated construction cost $16,000, first year operating cost $25,000, revenue $50,000. Applicants each hold 50% interest in WSUS Seaford, Del. Filed June 23.

Hyannis, Mass.—Television & Radio Bcstg. Corp., 730 kc, 250 w daytime. Post office address P. O. Box 370, Quincy, Mass. Estimated construction cost $12,565, first year operating cost $65,000, revenue $80,000. Applicant is licensee of WJDA Quincy and WESK Salem, both Mass. Filed June 20.

Kalamazoo, Mich.—Joseph F. Butler and Ralph E. Patterson, 1470 kc, 500 w daytime. Post office address 724 Axtell St., Kalamazoo. Estimated construction cost $27,780, first year operating cost $32,000, revenue $40,000. Mr. Butler (85%) is office equipment salesman. Mr. Patterson (15%) is sales engineer Gates Radio Co. Filed June 29.

St. Peter, Minn.—Gustavus Adolphus College, 1310 kc, 1 kw daytime. Post office address St. Peter, Minn. Estimated construction cost $19,705,

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first year operating cost $23,500, revenue $28,000. Station is to be controlled by the college's 17 trustees. Filed June 29.

Grants, N. M.—John Blake, 980 kc, 1 kw daytime. Post office address 5906 Frederick Square, Dallas, Tex. Estimated construction cost $21,720, first year operating cost $24,000, revenue $30,000. Mr. Blake holds controlling interest in KNEM Nevada, Mo. Filed June 23.

Charlottesville, Va.—Lawrence Lee Kennedy amends application for station on 1400 kc 250 w unlimited to specify 1010 kc 250 w daytime only. Filed June 23.

Elkhart, Ind.—Clarence C. Moore amends application for station on 1050 kc 500 w daytime directional antenna to specify 1270 kc and make changes in directional antenna system. Filed June 23.

Lewiston, Idaho—Boyde W. Cornelison, Eugene A. Hamblin and John H. Matlock d/b as Lewis Clark Bcstg., Co. amends application for new station on 550 kc with 500 w daytime to specify 950 kc. Filed June 29.

APPLICATION DISMISSED

Reno, Nev.—Nevada Radio-Television Inc. FCC dismissed application for station on 540 kc, 5 kw daytime pursuant to sec. 1.364 of rules (multiple applications). Dismissed June 23.

Existing Am Stations . . .

ACTIONS BY FCC

KGLN Glenwood Springs, Colo.—Granted change from 1340 kc 250 w unlimited to 980 kc 1 kw daytime. Granted June 23.

WTBO Cumberland, Md.—Granted change from 1450 kc 250 w unlimited to 950 kc 500 w night, 1 kw day, with directional antenna day and night. Granted June 23.

WJBK Detroit, Mich.—Granted mod. of cp to change power on 1500 kc from 10 kw daytime, and 5 kw night, to 10 kw day and 1 kw night, with directional antenna both day and night. Granted June 23.

WMRP Flint, Mich.—Granted change from 1510 kc 250 w daytime to 1570 kc 500 w daytime. Granted June 23.

WBKH Hattiesburg, Miss.—Granted increase in power from 1 kw daytime to 5 kw daytime on 950 kc. Granted June 23.

WRAD Radford, Va.—Granted change from 1340 kc 250 w unlimited to 1460 kc 5 kw daytime. Granted June 23.

KULE Ephrata, Wash.—Granted power increase from 250 w to 1 kw, operating daytime only on 730 kc. Granted June 23.

WEKZ Monroe, Wis.—Granted power increase from 500 w to 1 kw, operating daytime only on 1260 kc. Granted June 23.

CALL LETTERS ASSIGNED

KPOP Los Angeles, Calif.—Standard Bcstg. Co., 1020 kc, 5 kw, limited time with KDKA Pittsburgh. Changed from KFVD.

WAPG Arcadia, Fla.—Arcadia, Punta Gorda Bcstg. Co., 1480 kc, 1 kw daytime.

WAMY Amory, Miss.—Charles C. Boren Jr., 1580 kc, 250 w daytime.

WCHJ Brookhaven, Miss.—Rural Bcstg. Co., 1570 kc, 500 w daytime.

WCPC Houston, Miss.—WCPC Bcstg. Co., 1320 kc, 1 kw daytime.

WTSN Dover, N. H.—Granite State Bcstg. Co., 1270 kc, 5 kw unlimited, DA-2. Changed from WTSS.

WGOL Goldsboro, N. C.—Wayne Bcstg. Co., 1300 kc, 1 kw daytime.

WJUN Mexico, Pa.—Lewistown Bcstg. Co., 1220 kc, 250 w daytime.

APPLICATIONS

WGYV Greenville, Ala.—Seeks change from 1400 kc to 1380 kc; change hours of operation from unlimited to daytime and increase power from 250 w to 1 kw. Filed June 27.

KIUP Durango, Colo.—Seeks increase in daytime power on 930 kc from 1 kw to 5 kw. Filed June 23.

KFXJ Grand Junction, Colo.—Seeks increase in daytime power on 920 kc from 1 kw to 5 kw. Filed June 23.

WSUS Seaford, Del.—Amends application for mod. of cp seeking change from 1280 kc to 1320 kc and increase power from 500 w to 1 kw to specify 1280 (its original frequency) instead of 1320 kc. Filed June 23.

WGGH Marion, Ill.—Marion Bcstg. Co. seeks mod. cp to change trans. and studio sites to 1 mi. east of Marion on State Hwy. 13. Filed June 29.

WEOA Evansville, Ind.—Ohio Valley Tv Co. seeks mod. of license to change main studio location and remote control point from Evansville to point between Evansville and Henderson, Ky. Filed June 29.

(New) Brookhaven, Miss.—W. M. Jones and Laura Jones d/b as Rural Bcstg. Co. seek mod. of cp to change from 1570 kc to 1470 kc and increase power from 500 w to 1 kw. Filed June 29.

KOAT Albuquerque, N. M.—Seeks change from 860 kc to 920 kc and to make directional antenna changes (DA-N). Filed June 27.

KBRK Brookings, S. D.—Brookings Bcstg. Co. seeks mod. cp to specify studio location as 320 4th St., Brookings, and to operate trans. by remote control from this point. Filed June 29.

APPLICATION DISMISSED

WELL Battle Creek, Mich.—Dismissed at attorney's request application to change from 1400 kc to 550 kc, increase power from 250 w to 1 kw and install directional antenna. Announced June 27.

New Fm Station . . .

APPLICATION

Winchester, Mass.—Winchester Mass. School Dept. seeks new noncommercial educational fm station on ch. 220, 91.9 mc, with power of 10 w. Filed June 29.

Existing Fm Stations . . .

ACTIONS BY FCC

KQXR (FM) Bakersfield, Calif.—Granted change of ERP to 14.5 kw, antenna height to 360 ft. and change antenna system. Granted June 24. Announced June 29.

WXYZ-FM Detroit, Mich.—Granted change of ERP to 14 kw. Granted June 21. Announced June 29.

WTRX-FM Bellaire, Ohio—Granted change of ERP to 9 kw. Granted June 20. Announced June 29.

STATION DELETED

WJPB (FM) Fairmont, W. Va.—FCC cancelled cp and dismissed license application for lack of prosecution. Deleted June 23.

CALL LETTERS ASSIGNED

WHFS (FM) South Bend, Ind.—Commercial Sound & Hi-Fidelity, 101.3 mc, 8.6 kw. Changed from WFMB (FM).

WBAI (FM) New York, N. Y.—Broadcast Assoc. Inc., 99.5 mc, 18 kw. Changed from WABF (FM).

WSAI-FM Cincinnati, Ohio—Gordon Bcstg. Co., 102.9 mc, 14.7 kw.

WYZZ (FM) Wilkes-Barre, Pa.—Richard G. Evans, 103.3 mc, 3.1 kw.

APPLICATIONS

KQXR (FM) Bakersfield, Calif.—Seeks change from its present 16.65 kw ERP to 14.3 kw. Filed June 23.

WKMH-FM Dearborn, Mich.—Seeks change of ERP to 7.8 kw and antenna height above average terrain to 192 ft. from present 7 kw and 221 ft. Filed June 23.

Ownership Changes . . .

ACTIONS BY FCC

WTBC-AM-FM Tuscaloosa, Ala.—**Bertram Bank, Lamar Branscomb and Jeff Coleman d/b as Tuscaloosa Bcstg. Co.** granted assignment of license to new partnership of Messrs. Bank and Branscomb who buy Mr. Coleman's ⅓ interest for $27,500. Granted June 20. Announced June 29.

KVOA-AM-TV Tucson, Ariz.—Arizona Bcstg. Co. Inc. granted transfer of control from KTAR Bcstg. Co. to Arizona Bcstg. Co. through sale of all stock for $288,904 and obligations totalling $225,000. Principals include Pres. **Clinton D. McKinnon** (20%) 75% owner *North Shores* (San Diego) *Sentinel*, 51% owner *Coronado* (Calif.) *Journal*, and former editor-publisher-majority stockholder of the defunct *Los Angeles Daily News;* Vice Pres. **Bernard Weinberg** (20%), advertising; Vice Pres. **Frank J. Oxarat** (20%), tv-radio production; Sec. **Arthur A. Desser** (20%), attorney and real estate development, and Treas. **Harold B. Garfield** (20%), drug store owner and business and property management. Granted June 29.

WMFJ Daytona Beach, Fla.—W. Wright Esch granted assignment to WMFJ Inc., for $40,000. Principals include **Harold Kaye** (50%), vice pres.-25% owner WORC Worcester, Mass., and **Emil J. Arnold** (50%). Granted June 29.

KWWL-AM-TV Waterloo, Iowa—Black Hawk Bcstg. Co. granted voluntary relinquishment of negative control by R. J. McElroy through issuance of stock to Robert J. Lichty, et al. Mr. McElroy will now own 47% interest. Granted June 29.

WRUS Russelville, Ky.—Roth E. Hook granted voluntary assignment to Roth E. Hook and Woodrow Sosh d/b as South Ky. Bcstrs. Mr. Sosh, manager of local department store, purchases ¼ interest for $11,250. Mr. Hook retains ¾ interest. Granted June 29.

WTRP Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service granted assignment to Hobson H. Daws & Harold L. Baker d/b as West Tenn. Radio Bcstrs. for $10,000. Principals include **Hobson H. Daws** (80%), former assistant manager KOSE Osceola, Ark., and **Harold L. Baker** (20%), radio-tv technician. Granted June 29.

KLEN Killeen, Tex.—W. A. Lee, A. W. Stewart & Franklin T. Wilson d/b as Highlite Bcstg. Co. granted voluntary assignment of CP to corporation Highlite Bcstg. Co. Mr. Lee sells his ⅓ interest for $300 to Ladelle M. Drake. Granted June 29.

KENE Toppenish, Wash.—Radio Bcstrs. Inc. granted voluntary transfer of control from Jessica L. Longston et al., to **Paul A. Schumacker** (25%), former minority stockholder KAYE Puyallup, Wash.; **Erma H. Schumacker** (25%); **John R. Woodroofe** (25%), telephone company employe, and **Dorothy W. Woodroofe** (25%). Consideration $60,000. Granted June 29.

APPLICATIONS

KTUC Tucson, Ariz.—Lee Little seeks voluntary acquisition of positive control of licensee corporation, Tucson Bcstg. Co., through surrender to licensee of its stock owned by Ralph W. Bilby, Glenn Snyder and George R. Cook. This is a stock transaction involving exchange between licensee and newly-formed Tucson Improvement Co. Filed June 21.

KBBA Benton, Ark.—W. Richard Tuck Jr., C. Lavelle Langley, James B. Branch Jr. and Roy M. Fish d/b as Benton Bcstg. Service seek assignment of license to Messrs. Langley, Branch and Fish under same firm name with Mr. Tuck selling his interest to Mr. Langley for $7,000. Filed June 20.

KMOR Oroville, Calif.—Oroville Broadcasters seeks transfer of control for $20,000 to James R. Bird, KMOR general manager; Raymond D. Vargas, California Mobile dealer, and Alan B. Bowles, KMOR employee. Filed June 21.

KSJO-AM-FM San Jose, Calif.—Santa Clara Bcstg. Co. seeks voluntary assignment of license to sole stockholder Patrick H. Peabody. No consideration as action is dissolution of corporate entity only. Filed June 21.

WSTN St. Augustine, Fla.—Ben Akerman and Thomas S. Carr d/b as St. Augustine Bcstg. Co. seek assignment of license to James D. Sinyard for $39,662. Mr. Sinyard owns 50% of WATH Athens, Ohio, and 10% of WKOV Wellston, Ohio. Filed June 20.

WEAT-AM-TV West Palm Beach, Fla.—Seeks transfer of control from James Robert Meachem and June H. Meachem to General Teleradio Inc. for $101,000. General Teleradio controls, or owns completely, WNAC-AM-FM-TV Boston, WGTH-

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AM-TV Hartford, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WOR-AM-FM-TV New York and WHBQ-AM-TV Memphis, Tenn. Filed June 29.

WBLN (TV) Bloomington, Ill.—Cecil W. Roberts seeks voluntary assignment of cp to WBLN Television Inc. for $1 and assumption of $200,000 liability. WBLN Television principals include Pres. **Worth S. Rough** (99.4%), WBLN (TV) sales manager; Treas. **Madonna H. Rough** (0.3%), and Sec. **William P. Lawrence** (0.3%), attorney. Filed June 20.

WFKY Frankfort, Ky.—Seeks transfer of control to G. D. Kincaid and Donald J. Horton for undisclosed amount. Mr. Kincaid is 32.6% owner WVLK Lexington, Ky., and Mr. Horton is pres.-8.5% owner WVLK. Filed June 29.

WCRB-AM-FM Waltham, Mass.—Charles River Bcstg. Co. seeks transfer of about 4% voting stock plus non-voting stock to Richard L. Kaye for $3,733 and transfer of minor stockholdings for undisclosed amount to Theodore Jones who retains control. Filed June 20.

WMIS Natchez, Miss.—Natchez Bcstg. Co. seeks to surrender control of licensee corporation to Mrs. P. K. Ewing and P. K. Ewing Jr. No consideration as assignment of control would carry through will of P. K. Ewing, deceased. Acquisition also involves exchange of 25% interests of P. K. Ewing Jr. and his brother F. C. Ewing, who each owns 25% of WGRM Greenwood, Miss. After exchange Mrs. Ewing owns 50% of WMIS; P. K. Ewing Jr., 50% WMIS, and F. C. Ewing, 50% WGRM. Filed June 27.

WATH Athens, Ohio—A. H. Kovlan and J. D. Sinyard, co-owners, seek assignment of license to Mr. Kovlan, Stephen H. Kovlan and Edward Kovlan d/b as Radio Athens with Mr. Sinyard selling his share for $36,606. Mr. Kovlan will own 70%; S. H. Kovalan 20%, and Edward Kovalan 10%. Filed June 21.

KTOW Oklahoma City, Okla.—Sooner Bcstg. Co. seeks assignment of license to Citizens Bcstg. Co. of Oklahoma for $50,000. Citizens owns KWKC Abilene, Tex. Filed June 23.

KCOV Corvallis, Ore.—Seeks relinquishment of control by Donald B. McCormick to Lane Bcstg. Co. for $4,500 plus loan of $15,000. Lane is licensee of KORE Eugene, Ore. Lane principals Lee P. Bishop, W. D. Abel, E. T. Gardner, J. Don Smith, and Harry Thoms each own 6⅔ shares of KVAL-TV Eugene. Filed June 29.

WWSW-AM-FM Pittsburgh, Pa.—Seeks assignment of license from WWSW Inc. to WWSW Radio Inc. Change is in corporate structure only. Filed June 29.

WBRE Wilkes-Barre, Pa.—Louis G. Baltimore seeks assignment of license to WBRE Radio Inc. No consideration as move is corporate change only. Filed June 29.

WHIM Providence, R. I.—Harris H. Thomson, Theodora T. Kluge, Robert T. Engles and C. George Taylor seeks transfer of control and assignment of license to Intercity Broadcasters Inc. for $469,000. Intercity principals are Pres.-Treas. Frank W. Miller (100%), Headley-Reed Co. director, vice president WSAR Fall River, Mass., and newspaper interests, and Mrs. Miller. Filed June 27.

WERI Westerly, R. I.—Radio Westerly Inc. seeks transfer of control to Pres. William F. Malo Jr. (70%), account executive WNHC-AM-TV New Haven, Conn.; William F. Malo Sr. (12%) commercial and advertising manager, WDRC Hartford, Conn., and Helen T. Malo (14%) and Carolyn S. Malo (4%) for $50,000. Filed June 23.

KXOL Fort Worth, Tex.—Fort Worth Bcstg. Co. seeks assignment of license to KXOL Inc. for $260,555. KXOL Inc. principals include Pres. **Wendell Mayes** (20%), president-majority stockholder KBWD Brownwood, Tex., and KNOW Austin, Tex., president-25% owner KTOK Oklahoma City, vice president 50% owner KSNY Snyder, Tex.; Vice President **C. C. Woodson** (40%), vice president-25% owner KTOK, majority stockholder in five Texas-Oklahoma newspapers; Sec.-Treas. **Wendell Mayes Jr.** (15%), program director-8.3% owner KBWD, 5% owner KNOW, 10% owner KSNY; **C. C. Woodson Jr.** (10%), and **William W. Jamar Jr.** (15%), commercial manager-8.3% owner KBWD, 5% owner KNOW and 10% owner KSNY. Filed June 20.

KCLW Hamilton, Tex.—Coy Perry, majority stockholder of licensee, Hamilton Bcstg. Co., seeks to sell 24% of his 75% interest in licensee to his partner, C. M. Hatch, for $20,000. Mr. Hatch will then have 49% interest. Filed June 21.

KCLX Colfax, Wash.—Seeks assignment of license from Eugene Pournelle tr/as Whitman County Broadcasters to Adrian DeVries for $30,700. Mr. DeVries was production manager of KFPY (now KXLY-AM-TV) Spokane, Wash. Filed June 29.

Hearing Cases . . .

FINAL DECISIONS

KTOE Mankato, Minn.—Granted increase in nighttime power on 1420 kc from 1 kw to 5 kw and make directional antenna changes; engineering conditions and waived "10% rule" regarding interference. Action June 23. Announced June 27.

Wellsville, N. Y.—Radio Services of Wellsville. By order, FCC made effective immediately examiner's initial decision to grant application for new am station on 790 kc with 500 w daytime. Decision June 29.

Portland, Ore.—The Commission granted the application of North Pacific Television Inc. for ch. 8 and denied the competing applications of Westinghouse Radio Stations Inc. (KEX) and Portland Television Inc. and dismissed with prejudice (lack of prosecution) application of Cascade Television Co. Granted June 23. Announced June 29.

Whitefish Bay, Wis.—Independent Television Inc. By order, FCC made effective immediately examiner's initial decision to grant application for new tv station on ch. 6. Decision June 29.

INITIAL DECISION

KSWS-TV Roswell, N. M.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of John A. Barnett to move transmitter site of ch. 8 station from location 8.6 miles from Roswell to a site about 43 miles east of city, increase visual ERP from 115 to 160 kw and antenna height above average terrain from 900 ft. to 1786 ft. with overall height of tower 1610 ft. Announced June 28.

OTHER ACTIONS

Economic protest—By memorandum, opinion and order, FCC on basis of protest by KSEM Moses Lake, Wash., ordered effective immediately postponement of effective date of grant made May 4 to Basin Tv Co. for new tv station (KBAS-TV) to operate on ch. 43 at Ephrata, Wash., as satellite of KIMA-TV Yakima, Wash. Designated application for hearing July 18. Action June 29.

Economic protest—By memorandum, opinion and order, FCC ordered evidentiary hearing on application of Radio Tifton for new am station to operate on 1570 kc with 1 kw daytime in Tifton, Ga., on which oral argument was held Feb. 28. (On Feb. 10 FCC postponed effective date of its Dec. 15, 1954, grant of this application pending hearing.) WWGS Tifton, which protested grant, was made party to proceeding. Action June 29.

Economic protest—By order, FCC ordered evidentiary hearing on application of American Southern Bcstrs. for new am station (WPWR) to operate on 1430 kc with 1 kw daytime in Laurel, Miss., on which oral argument was held Feb. 23. (On Jan. 26 FCC postponed effective date of its Nov. 24, 1954, grant pending hearing.) WLAU and WAML, both Laurel, which protested grant, were made parties to proceeding. Action June 29.

Las Vegas, Reno, Nev.—KORK Las Vegas, KOLO Reno, Reno Bcstg. Co., Western Bcstg. Co., and Southwestern Bcstg. Co., Las Vegas, are being requested by Commission to submit additional information in connection with applications for assignment of license of KORK to Southwestern Bcstg. Co. and of KOLO's license to Western Bcstg. Co. Grants effective April 16 were stayed April 13 on petitions of KLAS-AM-TV Las Vegas. Action June 22. Announced June 29.

New am, 860 kc—By memorandum opinion and order, FCC denied petition by WDMG Douglas, Ga., requesting reconsideration of March 31 order which denied WDMG petition for severance, and grant, of its am application from proceedings also involving applications of Dorsey Eugene Newman, Hartselle, Ala., and WERD Atlanta, Ga. Action June 29.

New am, 1460 kc—By order, FCC denied petition by Somerset Bcstg. Co., Painesville, Ohio, requesting severance of its application from proceedings also involving applications of Miners Bcstg. Service Inc., Ambridge, Pa., and Louis Rosenberg, Tarentum, Pa., all seeking new am stations on 1460 kc. Action June 29.

Tall tv towers—By memorandum, opinion and order, FCC granted petitions of Dept. of Defense, Air Transport Assn. of America, Aircraft Owners & Pilots Assn., WKY Radiophone Co. and Capitol Bcstg. Co. to intervene in proceeding on application of Deep South Bcstg. Co. for mod. of cp for ch. 8 WSLA (TV) Selma, Ala., to move trans. site to location 50 miles from Selma and 23 miles from Montgomery, locate main studio at trans. site and increase antenna height above ground to 1,993 ft. Also enlarged issues in Docket 11371. Action June 29.

KOAT Albuquerque, N. M.—The Commission, by order, granted petition previously denied which KOAT filed June 24 requesting a stay until July 8 of Commission order of June 17 insofar as it required that KOAT cease operation on 860 kc, 1 kw day, 500 w night, DA-N. KOAT is licensed on 1240 kc. Granted June 28. Announced June 29.

Oral argument (am)—The Commission on June 23 scheduled oral arguments on the following am proceedings:

Pasadena, Calif., on July 12—Pacific Coast Bcstg. Co. (KXLA).

Douglas, Ga., on July 12—Dorsey Eugene Newman, Hartselle, Ala.; Radio Atlanta Inc. (WERD), Atlanta, Ga., and WDMG Inc.

Oral arguments (tv)—The Commission on June 23 scheduled oral arguments on the following tv proceedings:

Miami area, Fla. (ch. 10), on July 18—WKAT Inc., L. B. Wilson Inc., North Dade Video Inc. and Public Service Television Inc.

Springfield, Ill. (ch. 2), on July 18—Sangamon Valley Television Corp. and WMAY-TV Inc.

Knoxville, Tenn. (ch. 10), on July 11—Scripps-Howard Radio Inc., Radio Station WBIR Inc. and Tennessee Television Inc.

Corpus Christi, Tex. (ch. 10), on July 18—Superior Television Inc., KEYS-TV Inc. and K-Six Television Inc.

Richmond, Va. (ch. 12), on July 11—Richmond Newspapers Inc. and Richmond Television Corp.

Uhf power increase—The Commission invites comments by Sept. 1 to proposed rule making which would increase maximum effective radiated power for uhf stations from 1 megawatt (1,000 kw) to 5 megawatts (5,000 kw). Action of June 22.

WTHT (TV) Wilmington, N. C.—FCC, by order, granted petition of Wilmington Television Corp. to accept latter's one-day late filing of exceptions to initial decision in proceeding involving request for extension of time to complete construction of ch. 3 WTHT (TV) Wilmington. Action June 23.

New am, Albuquerque, N. M.—FCC ordered Grande Bcstg. Co. to show cause why an order should not be issued revoking cp for new am station, 1430 kc, 500 w daytime because of alleged misrepresentation of applicants. Announced June 23.

WCEM Cambridge, Md.—Granted increase in power from 100 w to 250 w. WCEM is unlimited on 1240 kc. Action June 24. Announced June 27.

Directional antenna (am)—By report and order the Commission amended its rules to require the filing of daytime patterns only in those instances where radiation is a pertinent factor in station allocation. The present rule requires data for both daytime and nighttime directional antenna operation. Effective June 30. Announced June 24.

Low-power tv—By report and order the Commission amended its rules to permit 100 w tv stations in any community without regard to minimum population or antenna height. Effective August 1. Announced June 23.

Territorial Exclusivity—By report and order the Commission amended its tv chain broadcasting rules (Sec. 3.658 [b]) so as to preclude a network affiliate from contracting with its network to prevent a station located in an adjacent community from broadcasting any program of the network. Effective Aug. 1. Announced June 23.

Routine Roundup . . .

June 23 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

WFPA Fort Payne, Ala.—Granted petition for

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Help Wanted

Staff announcer, for small but good independent in southern state. Living conditions pleasant, pay good. Send resume, tape and photo. Box 953A, B•T.

Deejay. Personality with ability to attract audience, in large market, by skillful selection of pop music. Give complete background, salary expected, when available, and enclose snapshot. Confidential. Box 968A, B•T.

Newsman. Experienced in all phases—including local reporting; authoritative air presentation on tv and radio. Advise previous experience, references, salary expected, and attached snapshot. All replies confidential. Box 969A, B•T.

Announcer—a disc jockey who knows how to handle teenagers and a request program; could be a single with good comedy routine or a couple. Moderate salary with advancement opportunity. Please send tape, photograph, background and salary requirements. Box 985A, B•T.

Announcer with first class ticket and familiar with opera and symphony music. Please send tape, photograph, background and salary requirements. Box 986A, B•T.

South Carolina radio station needs clean cut announcer-engineer. Must be able to maintain equipment and do a good announcing job. Salary $80 to $90, depending on experience and ability. Send tape, photo, which will be returned, and complete information. Box 987A, B•T.

Don't need "network quality," drunks, personality problems, or poor credit risks. Do need stable, experienced man with third ticket. You'll like our indie operation in midwest town of 22,000. Start $75. Box 113C, B•T.

Do we have your tape? No immediate opening, but always interested in top DJ personalities. KOWH Omaha. WHB Kansas City. WTIK New Orleans. Tapes promptly returned. Send all tapes to: Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

Daytime 500 watter has immediate opening for engineer-announcer with emphasis on announcing. Good pay and working conditions. KSWA, Graham, Texas.

Fine music station needs announcer with first class engineer ticket. Contact WCRB, Waltham, Massachusetts, WA 5-7080.

Experienced announcer. Good pay plus overtime. Six paid holidays plus vacations. Contact Manager, WCOJ Coatesville, Pa. Phone: 2100.

Pop DJ-copywriter now. Hillbilly DJ-copywriter August. Light experience considered. Apply only in person. WKMT Kings Mountain, N. C. Jonas Bridges.

Technical

Chief engineer-announcer, for progressive independent in deep south. Send resume, tape and photo. Box 952A, B•T.

Chief engineer who can handle traffic and write copy for small station. Good pay and independence to right party. Must use typewriter. Male or female. Box 100C, B•T.

Programming-Production, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible, Box 110C, B•T.

Qualified news reporter, rewrite man. Authoritative air delivery, good tv appearance. Sound newspaper or other news background. Ability cover news beat, assist news director. Evening shift radio, tv. Reference, tape, photo first letter to New Director, WCAX, Burlington, Vt.

RADIO

Situations Wanted

Managerial

Desire managerial position. 6 years radio experience. 2½ years successful commercial manager. Young, married, aggressive, intelligent. Excellent references. Box 988A, B•T.

Manager—young experienced and capable. Engineer-sales-management. Family man. Box 997A, B•T.

Manager—radio veteran. Take charge station or sales management. Capable, efficient. References. Box 107A, B•T.

Commercial manager desires position. 15 years experience. Excellent salesman, only interested in sound proposition. Phone Hagerstown, Md., 7146, or write 424 North Locust St., Hagerstown.

Salesmen

Thorough, mature salesman, management experience, wants commission job where work pays off. Medium northern market. Box 860A, B•T.

Sales manager for high calibre, low turnover operation, medium market. Eleven years sales and programming qualify applicant as valuable manager's assistant. Box 976A, B•T.

Salesman or announcer-salesman. Ten years sales experience, strong staff announcer. Present station sold. Married, family, car. Prefer south, southwest. Box 979A, B•T.

Announcers

Announcer—negro. DJ, commercial, news; experience light, ambitious. Tape available. Box 890A, B•T.

Deep, mellow voice. 3 years staff announcing experience. $75 week minimum. Box 896A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad., NBC trained. Know all phases. Want progressive station that offers fine future. Box 897A, B•T.

Experienced announcer, age 27, desires permanent location. Veteran, college graduate, radio-tv school. Morning man with personality, strong on commercials and newscasting, wide musical background. Box 966A, B•T.

Experienced announcer—PD . . . thirteen years experience major markets. Top news editor and sportscaster. Successful DJ. Desire southern climate but will travel elsewhere if offer is right. Box 971A, B•T.

Announcer. Experienced, dependable and sober. Midwest preferred. First class license. Box 972A, B•T.

College grad. — draft exempt — metropolitan experience — combo-man — any location — strong music and news. Box 973A, B•T.

Top disc-comedian . . . 34, radio 12 years—tv 3 years—doing both in major market. Fluent ad-lib — professional know-how — intelligent, zany humor — excellent sales. Miami-Atlanta-New York City-Milwaukee top-rated shows. Friendly, hard-working. Want permanency. Tape-brochure-fine references on request. Box 974A, B•T.

Top-flight commercial announcer, newscaster, family, interested relocating permanent position radio or tv. Box 977A, B•T.

Announcer — DJ. 10 years. Radio. Family. Wants Florida. Permanent. Box 978A, B•T.

Former name band vocalist, working DJ (small station) large eastern market, would like position: Vocalist, MC, DJ — radio and tv — with large station, comparable market. Extensive BG all phases show-business, tape, records, brochure on request. Box 982A, B•T.

Personality — DJ-announcer. Eleven years experience, every facet radio-television. No accent. Not a prima donna. Versatile ad-lib; humor; news. Musician; composer; writer. Available immediately. $200 week, year contract. Box 984A, B•T.

Pianist wants to learn announcing. Prefers work in New York or bordering states. Reply Box 989A, B•T.

Broadcasting school graduate, good staff potential. Copious knowledge music, sports. Personable, sincere. Box 995A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 996A, B•T.

Announcer, 9 years — 1 year television. Staff, audience, quiz. Married. Box 998A, B•T.

Staff announcer. Married, versed all phases. Recent broadcasting school graduate. Will travel. Tape, resume. Box 102C, B•T.

Top-notch, experienced staff man. Commercials that sell. Exceptional DJ shows. Box 105C, B•T.

RADIO

Situations Wanted—(Cont'd)

Disc jockey for personality station. Know-how on pop music. Available immediately! $300 per month base. Box 108C, B•T.

Personality deejay for quality operation. College. Professional school. Experienced. Let's trade details. Box 109C, B•T.

Country-gospel personality and/or farm director. Experienced showman, stage, radio, tv. Versatile, program conscious, good organizer. Board, copy. Mature family man. Desires permanent position in progressive community, south-southwest preferred. Wilson Briggs, 37 Harrison, Oak Park, Illinois.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teen-age appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernerdsville, N. J. Bernardsville 8-0538.

Limited experience, unlimited potential and ambition — excellent voice, creative, versatile, dependable. Contact Dick Landfield, 4740 Winthrop, Chicago, Illinois. Telephone: Sunnyside 4-6727.

Announcer: Radio school graduate, 3rd ticket, vet, college, play-by-play, will travel. Mike Lepre, 760 William Street, Harrison, New Jersey.

Staff announcer — strong commercial delivery — news — disc jockey. Midwest preferred. Tape, resume. John Schneider, 2727 W. Polk, Chicago.

Technical

Engineer, 1st phone, am-fm-tv, experienced, will travel. Prefer Florida or east coast. Write Box 823A, B•T.

Engineer — chief or staff. Long experience all phases am and fm radio, wishes to relocate. Mature, married, and responsible. No announcing. Box 991A, B•T.

Engineer, first phone. 7 years am experience to 50 kw. Wants large market am or change to tv. Box 992A, B•T.

Boy needs home or facsimile. Mom and pop working sixty hours. Pop: Chief engineer, five years experience all phases to five kw, including directional. Built two stations. Mom: Programming, traffic, continuity, putting new station on air. Box 114C, B•T.

Six years chief am, first phone, car. Age 32, family. Middlewest or west, available immediately. R. R. Breeding, 108 W. Kansas Ave., Garden City, Kans.

Engineer-announcer, 1st class phone. News-DJ. Congenial, dependable, sober, married. Some experience. Locate anywhere good opportunity, future and advancement. Jack Rosenwald, 591 Williams Avenue, Brooklyn, New York, Dickens 5-4572 after 6 p.m. EDST.

Programming, Production, Others

Copywriter—DJ personality, 34, eight years experience. Tape, resume, copy specimens. Box 891A, B•T.

Have talent — will travel. Experienced news writer-editor, journalism degree. Immediate availability. Box 993A, B•T.

To California station managers: After six years with this station our program director is leaving to return to his home state. Excellent announcer, top-flight programming man. Eight years radio experience; announcing, programming, traffic. Has first phone. Family man, veteran, 27. Name is John Wilson. Contact him at Box 281 Palm Desert, California. Phone 262271. He has my personal highest recommendation. Hal Vester, General Manager, WFTC Kingston, N. C.

TELEVISION

Help Wanted

Salesmen

Experienced tv salesman has opportunity for bright future with NBC affiliate in fast growing Colorado market with excellent potential. Permanent position. Send sales experience, resume, and photo first letter. Box 981A, B•T.

Technical

Experienced tv studio operation technician familiar with RCA equipment. Capable of assuming responsibility. Must be able to work congenially with others. This vhf operation prefers southwesterner. Box 994A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted—tv program manager, vhf network station, medium size market, southwest. Must be experienced, able to direct on-air operations. Right man advances within company. Write qualifications, desired salary. Box 919A, B•T. Our employees know of ad.

Program director. "Shirtsleeve" executive, familiar with all phases of local programming and production, with ability to take complete charge of department. Promotion background helpful. Successful uhf, network affiliate in metropolitan market. Top salary. Will only consider applicants having proven record like position. Reply in confidence, giving full particulars, including present earnings, salary expected, when available. Box 970A, B•T.

Wanted: Experienced, attractive, cooking expert for tv kitchen show in southwestern vhf. Send picture and resume of experience with first letter. Box 112C, B•T.

Situations Wanted

Announcers

Personality — DJ-announcer. Eleven years experience, every facet radio-television. No accent. Not a prima donna. Versatile ad-lib; humor; news. Musician; composer; writer. Available immediately. $200 week, year contract. Box 984A, B•T.

Announcer mature, responsible radio, tv staff. Experienced set designer, broad musical background, commercial, dramatic continuity. Resume, photo, tape. Box 104C, B•T.

Country-gospel personality. See advertisment under Radio. Wilson Briggs.

Technical

Engineer, long experience technician and maintenance in radio, interested in permanent position in television. Box 990A, B•T.

Vhf chief wishes relocation. Let 6½ years vhf and uhf eliminate your engineering problems. Box 111C, B•T.

Easterner. First phone. Am-tv transmitters, remotes, recording, maintenance, radio control room. Interested working DuMont or Standard Electronics equipment. Prefer hilly temperate regions. Box 115C, B•T.

Production-Programming, Others

21 continuous years programming, production, announcing — local and net. Presently tv news editor and chief announcer. Desire affiliate with quality station only. No hot shot deals. Box 975A, B•T.

Cameraman — 2 years experience. All studio operations. Seeking permanent, immediate connection. References. Box 103C, B•T.

FOR SALE

Stations

Fulltime Texas local. No competition. Will sell, trade, or lease to right party. Box 101C, B•T.

Southwest. Modern installation. Fulltime. Network. Housed in one unit air-conditioned building. City of 12,500. No other station. Tv long stabilized this area. Available for complete inspection by qualified and ready principals. Ralph Erwin, Broker, Box 811, Tulsa.

FOR SALE—(Cont'd)

Now available. Metropolitan market. Also a single-station, fulltime situation. Combo operation. Ralph Erwin, Broker, Box 811, Tulsa.

Have attractive radio properties for sale in New England and vicinity. Contact Edd Harris, 61 Church, Ware, Mass. Phone: Ware 431-M.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tuneable 4 or 6. Box 911A, B•T.

Langevin type 119-A progar program amplifier in excellent condition. Make offer. KOWH Omaha 2, Nebraska.

For sale: Two surplus Eimac type 2000-T transmitting tubes. Never used. $250 each or best offer. Contact: Mr. W. H. Hauser, Chief Engineer, WBZ-TV, 1170 Soldiers Field Road, Boston 34, Mass.

For sale: Uniform cross section triangle galvanized tower, 550 feet. Would make an excellent short tower of 100 to 250 feet. Will sell any part. New, never been used. Make us an offer for all or any part. WJHL-TV, Johnson City, Tennessee.

For sale: One Rek-O-Kut model 16-A disc recorder complete with Presto 1-D cutter. $250.00. Contact J. J. Ikner, WFNC, Fayetteville, N. C.

For sale: 620 foot guyed tv tower complete with lighting and guy wires. Write WJTV, Box 8187, Jackson, Miss.

27 used towers, all types and sizes, for sale. Ace High Tower Erector. Phone Greenville, N. C., 6750.

1—75-A recording turntable, modified to include 45 rpm; 1—Ekotape tape recorder, model 105; 1—Ekotape tape recorder model 102. All $540.00 FOB, Sound Barrier Recording Co., 3010 East Central, Wichita, Kansas.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Experienced broadcaster seeking small station east-south-Florida. Cash down. References. Box 928A, B•T.

Successful operator will pay all cash for small station in midwest. Box 116C, B•T.

Wanted now. Metropolitan stations for listing. Cities over 100,000 in Texas, Oklahoma, Missouri, Arkansas. Network or non-network. Fulltime or daytime. Current billings not important. Exclusive listings only. Ralph Erwin, Broker, Box 811, Tulsa.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment Etc.

Wanted: Need complete equipment for 500 watt am radio station, immediately. Will pay cash for good equipment. Write Box 822A, B•T.

5 or 10 killowatt FM transmitter. Advise make, price, hours used, etc. Box 729, Glendale, Calif.

A 1000 watt am used transmitter desired. Box 965A, B•T.

GENERAL ELECTRIC

has openings for

SALES ENGINEERS

T. V. EQUIPMENT

Further expansion of our sales organization has created an opening for an experienced Broadcast Equipment Sales Engineer with a proven record of outstanding accomplishment — also several openings for Junior Sales Engineers for sales training in Syracuse. These are well-paid positions for men who meet our high standards. If you have a record of success in your present job, two years experience in the broadcast equipment business, an engineering degree or equivalent, and are between the ages of 25 and 45, I invite you to mail to me a one-page summary of your experience, education and other qualifications with a recent photograph. All replies strictly confidential. Albert F. Wild, Manager-Sales, Broadcast Equipment, General Electric Co., Electronics Park, Syracuse, N. Y.

GENERAL ELECTRIC

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, Dept. B, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Commercial radio announcing. Practical home study course, prepared for combination men and announcers who need help. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Help Wanted

Salesmen

ATTENTION!

SALESMEN

and

Small Station

Commercial Managers

Station established over 15 years in one of the leading markets in the Great Lakes region is expanding staff. Rare opportunity in sales position open now, with best prospects for advancement to executive position near future—plenty of room at the top here. If you are a worker and like to sell, send full details first letter.

Box 951A, B•T

Announcer

WANTED

Announcer with first ticket. Must be top announcer with well rounded experience to start early in August. Send full details to A. M. McGregor, KSTT, Davenport, Iowa.

RADIO

Situations Wanted

Managerial

STATION OWNERS GENERAL MANAGER NOW AVAILABLE

Experience and good judgment is what you want. Background in both small and large markets. Up through the ranks. Ten years with last company, one of the nation's largest radio and TV station operators. Knowledge of and dealt with all networks and national agencies. Some foreign experience. Will go anywhere. Capable and energetic with ideas to make station profitable as well as progressive in community. Age 43. Family. Best of references. Always active in civic affairs. Available because of personal reasons. Interested only in top spot. For personal interview only, write:

Box 955A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

LOSING OPERATION WANTED AM or TV

Experienced broadcaster wants AM or TV operation that is in the RED. This well known broadcaster has successful record that he will apply to produce a profitable operation. For details write.

Box 117C, B•T

RADIO STATION WANTED

Any location considered. Price up to $100,000. Experienced, amply financed radio and ad agency man ready to buy clean, solid AM station in promising market. Direct or thru broker. Write in confidence.
M. R. Ross—Box 249—Mt. Prospect, Ill.

Equipment

WANTED—PROGAR & RECORDING LATHE
Langevin Type 119-A Progar & RCA Type 73-B or similar.
Full details please to:
R. L. Roberts, KJBS Broadcasters
1470 Pine St., San Francisco 9, Calif.

FOR THE RECORD

extension of time to July 19, in which to file exceptions to initial decision re renewal of license.

Indianapolis Bcstg. Inc., et al., Indianapolis, Ind.—Granted joint petition of applicants for ch. 13 for extension of time to Aug. 1 within which to file exceptions to initial decision.

Columbia Amusement Co., Paducah Newspapers Inc., Paducah, Ky.—Granted joint petition for extension of time to and including June 24 within which to file reply briefs to exceptions to initial decision in re ch. 6.

By Examiner James D. Cunningham

WHDH Inc., et al., Boston, Mass.—Granted joint motion of applicants for ch. 5, for extension of time from June 17 to July 8 within which parties may request correction to the transcript. (Action of 6/22.)

By Examiner J. D. Bond

Issued fifth pre-trial order in re applications of The Toledo Blade Co., et al., applicants for ch. 11 in Toledo, Ohio, amending the fourth pre-trial order of March 25 so as to provide dates for examining witnesses for the several applicants. (Action of 6/20.)

By Examiner Basil P. Cooper

WORZ Inc., Orlando, Fla.—Granted petition of WORZ Inc. to make certain specified corrections to transcript in re tv ch. 9. (Action of 6/21.)

KNAC-TV Fort Smith, Ark.—Issued an order governing hearing in re continuing hearing from June 21 to June 30. (Action of 6/17.)

By Examiner Herbert Sharfman

Broadcast Bureau—Granted request to postpone further conference now scheduled for June 30 to July 1, in re applications of WAGC Ft. Oglethorpe, Ga., and E. Weaks McKinney-Smith, Paducah, Ky. (Action of 6/22.)

KOAT Albuquerque, N. M.—Granted request for continuance of hearing from June 23 to July 25, and postponed from June 22 to July 21 the time for exchanging exhibits in proceeding re (Action of 6/20.)

June 23 Applications

ACCEPTED FOR FILING

License Renewal

Kosciusko Bcstg. Corp., WKAM Goshen, Ind.
Jackson Bcstg. Co., WJAK Jackson, Tenn.

APPLICATIONS RETURNED

Remote Control

Henderson Bcstg. Co.—WSON Henderson, Ky.—(Re: notary seal and studio move.)
Twin City Bcstg. Co., WCOU Lewiston, Me.—(Re: studio location and aux.)

ACCEPTED FOR FILING

Modification of Cp

KSAN-TV San Francisco, Calif.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-22-56.
KCRG-TV Cedar Rapids, Iowa—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-5-56.
WNEM-TV Bay City, Mich.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to October 1955.
WJHL-TV Johnson City, Tenn.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-28-56.
KIMA-TV Yakima, Wash.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-20-56.

APPLICATIONS RETURNED

KFXJ Grand Junction, Colo.—Cp to increase daytime power from 1 kw to 5 kw. (Notary seal required.)
WORX-FM Madison, Ind.—Renewal of license. Improperly dated.

License for Cp

KMJ-TV Fresno, Calif.—License to cover cp (as mod.) which authorized a new tv station and to change S-L to Stanislaus & Van Ness, Fresno.

Modification of Cp

WPBN-TV Traverse City, Mich.—Mod. of cp (as mod. which authorized a new tv station) to extend completion date to 1-25-56.
WARD-TV Johnstown, Pa.—Mod. of cp (as mod. which authorized a new tv station) to extend completion date to 1-15-56.

June 27 Applications

ACCEPTED FOR FILING

Modification of Cp

KGFT Grafton, N. D.—Mod. of cp, as mod., which authorized new standard station for extension of completion date (1370 kc).

License Renewal

WJOB-FM Hammond, Ind.—Renewal of license.

Remote Control

WCOU-FM Lewiston, Me.—Operation by remote control from Webber Ave., Lewiston, Me.

License Renewal

WIMS-FM Michigan City, Ind.—Renewal of license.
WPAD-FM Paducah, Ky.—Renewal of license.

Remote Control

WHAI-FM Greenfield, Mass.—Operation by remote control from 486 Main St. (Studios of

WHAI), Greenfield, Mass.

License Renewal

WIAN (FM) Indianapolis, Ind.—Renewal of license (educ.).

WHAD (FM) Madison, Wis.—Renewal of license (educ.).

License for Cp

WBAL-TV Baltimore, Md.—License to cover cp (as mod.) which authorized changes in facilities of existing tv station.

Modification of Cp

WTVN-TV Columbus, Ohio—Mod. of cp (as mod. which authorized changes in facilities of existing tv station) to extend completion date to 11-21-55.

WRAK-TV Williamsport, Penna.—Mod. of cp (as mod. which authorized new tv station) to extend completion date to 1-16-56.

License for Cp

WATE (TV) Knoxville, Tenn.—License to cover cp (as mod.) which authorized new tv station.

Modification of Cp

KTVW (TV) Tacoma, Wash.—Mod. of cp (as mod., which authorized new tv station) to extend completion date to 1-15-56.

June 28 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

KOB Albuquerque, N. Mex.—Granted petition for extension of time to July 5 within which motions to enlarge or change the issues may be filed, in re proceeding. (Action taken 6/24.)

WKNB-AM-TV New Britain, Conn.—Granted petition for extension of time to June 30 to file responses to petitions for enlargement of issues filed by WATR-TV Waterbury, Conn., and WNHC-TV New Haven, Conn. (Action taken 6/21.)

By Examiner James D. Cunningham

WHDH Inc., et al., Boston, Mass.—Granted joint motion of applicants for ch. 5 to extend from July 1 to July 15 the time within which moving parties will file rebuttal findings in this proceeding.

By Examiner Annie Neal Huntting

By agreement of counsel, continued from July 18 to July 19 hearing in re applications of Triad Tv Corp., Parma, Mich., et al., for ch. 10.

WKPA New Kensington, Pa.—Issued first statement concerning prehearing conference and order which shall govern course of proceeding to extent indicated; and hearing now scheduled for July 11 was continued to July 18.

By Examiner H. Gifford Irion

KFI Los Angeles, Calif.—Granted motion to continue commencement date of hearing in re application of WOI Ames, Iowa, for SSA, from July 6 to Sept. 7; further ordered that exchange of written direct cases is continued from June 27 to Aug. 29.

WSLA Selma, Ala.—On his own motion, examiner continued from June 28 to July 18 hearing in re application for mod. of cp.

By Examiner J. D. Bond

Ordered that fifth pre-trial order dated June 20 in re applications of The Toledo Blade Co., et al., applicants for ch. 11, and such provisions of other pre-trial orders as are inconsistent with stipulation and agreement made June 21, be set aside and modified to conform to the provisions of the above stipulations.

By Examiner William G. Butts

Mountain State Bcstg. Co., Morgantown, W. Va.—Granted motion of respondent requesting that pre-hearing conference be rescheduled from June 28 to June 30.

June 29 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 24

Granted License

KPLA (FM) Los Angeles, Calif., Martin School of Radio Arts—Granted license for fm station.

WFOS (FM) South Norfolk, Va., School Board City of South Norfolk—Granted license for noncommercial educational fm station.

Modification of CP

The following were granted extensions of completion dates as shown: WAZL-FM Hazleton, Pa., to 1-16-56; KIMA-TV Yakima, Wash., to 1-20-56; KCRG-TV Cedar Rapids, Iowa, to 1-5-56; WNEM-TV Bay City, Mich., to 1-18-56; KSAN-TV San Francisco, Calif., to 1-22-56.

Remote Control

WHAI Greenfield, Mass.—Granted authority to operate trans. by remote control.

Actions of June 23

Granted Cancellation

WLOA Braddock, Pa.—Granted request for cancellation of cp which authorized erection of a new tower (increase height).

Modification of CP

The following were granted extensions of completion dates as shown: WARD-TV Johnstown, Pa., to 1-15-56; WNBH-FM New Bedford, Mass., to 11-18-55; KROY Sacramento, Calif., to 9-1-55, condition.

Remote Control

The following were granted authority to operate transmitters by remote control: KFGO Fargo, N. D.; WHAI-FM Greenfield, Mass.; WCOU-FM Lewiston, Me.

Actions of June 22

Granted License

WRGB (TV) Schenectady, N. Y.—Granted license covering changes in WRGB (TV)—ERP to visual 93.3 kw, aural 46.8 kw; antenna 1020 feet.

WPIX (TV) New York, N. Y.—Granted license covering change ERP to visual 100 kw, aural 50 kw.

Modification of CP

The following were granted extension of completion dates as shown: WINT (TV) Waterloo, Ind., to 1-7-56; KTSM-TV El Paso, Tex., to 1-17-56; KLIX-TV Twin Falls, Idaho, to 1-15-56; WAZL-TV Hazleton, Pa., to 1-16-56; KCOA (TV) Corona, Calif., to 1-16-56; KPLC-TV Lake Charles, La., to 1-12-56; KFAR-TV Fairbanks, Alaska, to 1-14-56; WKNB-TV New Britain, Conn., to 1-15-56; WNYC-TV New York, N. Y., to 1-16-56; KVSO-TV Ardmore, Okla., to 1-12-56; WGTH-TV Hartford, Conn., to 1-5-56; KEPR-TV Pasco, Wash., to 1-3-56.

Actions of June 21

Granted License

WGVL (TV) Greenville, S. C.—Granted license for tv station (ch. 23) and for change in designation of transmitter site and designate studio site; ERP visual 17 kw, aural 8.52 kw; antenna 1130 feet.

KCSJ-TV Pueblo, Colo.—Granted license for tv station (ch. 5), to specify description of studio and transmitter location and to adjust ERP to specify visual 13.5 kw, aural 6.76 kw.

Actions of June 20

Granted License

WHAT (FM) Philadelphia, Pa.—Granted license covering change in trans. and studio locations; side mount fm antenna on am tower.

WAVI Springfield, Ohio—Granted license covering change of antenna, trans. and studio locations and change location to Dayton, Ohio.

WOBS Jacksonville, Fla.—Granted license to cover cp which authorized change in antenna-transmitter location, employing combination am and tv tower increase height.

KWOR Worland, Wyo.—Granted license covering change of frequency.

WDKD Kingstree, S. C.—Granted license covering change of facilities.

Modification of CP

KBAM Longview, Wash.—Granted mod. of cp for extension of completion date to 8-31-55.

Remote Control

The following were granted authority to operate trans. by remote control: KDTA Delta, Colo.; WGGA Gainsville, Ga.

Action of June 17

Remote Control

KWNO Winona, Minn.—Granted authority to operate trans. by remote control.

Action of June 6

Early Sign-off

WPKO Waverly, Ohio—Granted permission to sign off at 7 p.m., EST, during June, July and August.

Actions of May 27

Temporary Suspension

KBPS Portland, Ore., Portland Public Schools-Benson Polytechnic School—Granted permission to remain silent during regular summer school vacation from June 4 to Sept. 19.

Early Sign-off

WCNX Middletown, Conn.—Granted permission to sign off at 6 p.m., EST, for period ending Sept. 1.

Actions of May 24

Early Sign-off

WLYN Lynn, Mass.—Granted permission to sign off at 6:30 p.m., local time, during May, June and July.

Temporary Unlimited Time

WKRZ Oil City, Pa.—Granted permission to stay on air full time operation June 4 through Dec. 24.

Temporary Suspension

WSAJ Grove City, Pa., Grove City College—Granted permission to remain silent from June 4 to Sept. 24 in order to observe college recess.

BROADCAST ACTIONS

License Renewal

The following stations were granted renewal of licenses for the regular period:

WIRK West Palm Beach, Fla.; KNOE-AM-TV Monroe, La.; WNOE New Orleans, La.; WWMT New Orleans, La.; KVRC Arkadelphia, Ark.; KROF Abbeville, La.; KMLB-AM-FM Monroe, La.; KENA Mena, Ark.; KVIM New Iberia, La.; KMRC Morgan City, La.; WMIS Natchez, Miss.; WGLC Centerville, Miss.; WHIE Griffin, Ga.; WWVA-FM Wheeling, W. Va.; WVJP Caguas, P.R.; WVIM Vicksburg, Miss.; KVLC Little Rock, Ark.; WHNY McComb, Miss.; WAVU-FM Albertville, Ala.

June 29 Applications

ACCEPTED FOR FILING

Renewal of License

WMDN Midland, Mich., Rich Publishing House, Inc.

Remote Control

WSON Henderson, Ky.

WRNL Richmond, Va.

WSON-FM Henderson, Ky.—Operation by remote control from 121 N. Main St., Henderson.

WCOU-FM Lewistown, Me.—Change point of operation by remote control from Webber Ave., Lewiston, Me., to 223 Lisbon St. Lewiston.

WRNL-FM Richmond, Va.—Operation by remote control from Radio Center Bldg. (WRNL Studios) 111 N. 4th St., Richmond.

Modification of CP

KFBB-TV Great Falls, Mont.—Mod. of cp to extend completion date to 1-16-56.

WHK-TV Cleveland, Ohio—Mod. of cp to extend completion date to 1-25-56.

WISN-TV Milwaukee, Wis.—Mod. of cp to extend completion date to 2-1-56.

License for Cp

WKBT (TV) La Crosse, Wis.—License to cover cp which authorized a new tv station.

ACCEPTED FOR FILING

WHIZ Zanesville, Ohio—License to cover cp which authorized change transmitter and studio locations.

KODL The Dalles, Ore.—License to cover cp which authorized change frequency; increase power, install DA-N; make changes in the antenna system.

Renewal of License

WTHI Terre Haute, Ind.

Construction Permit

WNYC-FM New York, N. Y.—CP to replace permit as modified which authorized changes in licensed station, which expired 6-1-55.

Modification of Cp

WRAK-FM Williamsport, Pa.—Mod. of cp which replaced expired permit for extension of completion date.

Remote Control

WHTN-FM Huntington, W. Va.—Operation by remote control from 1112½ 4th Ave., Huntington.

Modification of Cp

WILL-FM Urbana, Ill., U. of Ill.—Mod. of cp for extension of completion date.

Renewal of License

WBGU (FM) Bowling Green, Ohio, Bowling Green State U.

WBOE (FM) Cleveland, Ohio, Cleveland City Board of Education

WSLN (FM) Delaware, Ohio, Ohio Wesleyan U.

WMUB (FM) Oxford, Ohio, Miami U.

Modification of Cp

WVEC-TV Hampton, Va.—Mod. of cp, extension of completion date 1-4-56.

UPCOMING

JULY

July 11: Start, Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18: Start, WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.
July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.
July 28-30: International Advertising Conference, State Parliament Bldg., Zurich, Switzerland.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri.
Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.

Out of the Attic

THERE ARE plenty of signs that radio is heading into a period of real expansion—not recovery, mind you, but expansion. This period has been made possible not by some new enthusiasm on the part of the public (which has kept listening to radio all along) but by a new enthusiasm on the part of broadcasters. The situation was summed up nicely, if in a somewhat improbable place, by John O'Hara, the eminent novelist and short story writer, in a column in *Collier's* July 8:

> . . . In the present decade, which I like to call the Fidgety Fifties, the emphasis has been so much on television that it has been easy to imagine a radio studio as remote and all but forgotten, like the beautifully conceived vault in which Jack Benny pretends to keep his money . . .
>
> Radio was getting the X treatment. In the Victorian novels, or the post-Victorian novels of Miss DuMaurier, a familiar character was the sister we don't talk about, who lives in the north tower and has her meals on a tray. Sometimes she turned out to be perfectly nice or even a Joan Fontaine type, but for many, many pages she is stashed away in the upstairs looney-bin and not allowed to see strangers . . .
>
> Thus radio.
>
> The parallel is not exact, but it is usefully close, for it almost always turns out that the incarcerated incompetent in the attic is really a rich heiress as well as a pretty one. Give her a facial and perhaps an hour with the dentist and carte blanche at Hattie Carnegie's and the kid is ripe for Rubirosa . . .
>
> Radio has been released from the north tower by the broadcasting companies. Either in earnest, or to provide light summer reading, they have been doing a lot of talking about how good radio is and announcing splendid plans for it. It just goes to show that the broadcasting companies catch on quick to something the public has known all along: radio is okay.

It is gratifying to recognize that now everybody thinks radio is okay—including the people who run it. But merely thinking it is okay will not make it so. What is needed on the part of broadcasters—the networks in particular—is positive action based on positive thinking.

Good or bad, the new patterns in network radio suggest that the networks have decided to try to get radio out of the attic. At least they are talking now about the sister they didn't use to mention. When they renew their acquaintance with her, they'll find sister is quite a dish.

Anti-Discrimination

INTRODUCTION of practically identical bills in House and Senate to thwart "discrimination" against newspaper applicants for broadcast stations should come as no great surprise to the FCC. The Commission, abetted by recent decisions of the Circuit Court of Appeals in Washington, has been agitating, perhaps unwittingly, this precise action by Congress.

All Congress had to do was to look at the record. Obviously this was brought to the attention of the authors of the bills by distraught newspaper applicants in recent television cases. These covered not only final decisions by the FCC, but also those misnamed "initial" decisions by hearing examiners. It is natural for the examiners to seek to have the FCC sustain their conclusions, so they contrive to reach conclusions which follow the line the FCC itself has drawn in recent decisions.

Rep. John V. Beamer (R-Ind.), who authorized one of the two House bills, cited 10 cases which he said indicate the FCC favors the non-newspaper against the newspaper applicant. He might have added that there are as many cases which favor the newcomer against the old-line broadcaster.

These acts have been committed in the name of "diversification of mass media". What isn't decided on this precept, gets the coup de grace under the "public interest, convenience and necessity" clause, which has defied interpretation since the Radio Act (precursor of the Communications Act) became law in 1927.

The preponderant FCC notion (there are exceptions) appears to be that he who has does not get. Most of the multiple owners long ago abandoned the notion that they could procure new facilities on original grant out of comparative hearings. So they have gone into the open market to buy or trade.

Nearly a decade ago, Congress sought to write a specific anti-discrimination provision into the law. But the FCC, as then constituted, insisted no legislation was necessary; that there was no discrimination. Then, three years ago, Congress again proposed such an amendment (in writing), but this was tabled after the then FCC once again gave assurances that there was no discrimination and that there would be none.

So now, the very same "anti-discrimination" amendment has been reintroduced in both Senate and House.

Last year we said on this page that unless the FCC brings some semblance of consistency into its decisions, "we predict that Congress won't be so easily dissuaded from acting upon the anti-discrimination amendment." That point has been reached.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Let's try it again. This time pour the suntan lotion in her hand and let her put it on herself."

Hal Fellows—Well Met

THE NARTB joint board of directors acted wisely in extending the contract of Harold E. Fellows as the association's chief executive officer for five years, with provisions that assure his availability and counsel at least four years thereafter.

In the four years that Mr. Fellows has presided over NARTB, the association has shown its greatest progress. It is now at its all-time peak as an effective trade association, devoid of the kind of internecine discord that in past years threatened destruction of the organization and aroused serious talk of rump and splinter movements.

Mr. Fellows infused in NARTB the know-how of a practical broadcaster with nearly two decades in station and agency operations. He built confidence in NARTB through personal appearances throughout the country, perhaps with too little regard for his own health and well-being. The NARTB has met every challenge, legislative, regulatory, political, or crack-pot, in the four years that Mr. Fellows has held the helm, first as president and during the last year as president-board chairman.

Trade associations usually are regarded as stopping-off places—as stepping stones to more remunerative and less onerous pursuits. Young men, particularly, regard such activity as internships, like government. Mr. Fellows, at 56, has elected to make the NARTB his career. The joint board, exemplifying excellent judgment, agreed with him. In 1960, Mr. Fellows can become consultant to NARTB for four years, and enjoy retirement thereafter, under a plan embodied in his new contract.

The need now is to assure continuity of top management in the association's affairs. Junior executives having the qualifications should be induced to regard NARTB as their careers. There should be adequate depth to assure that every top position is backstopped —including that of president. A second-in-command should be selected to relieve Mr. Fellows of non-policy administration, and to take on some of the barnstorming load. We understand this quest is on.

aren't week ends wonderful?

Along with the week end comes WWJ's perfect package—"Music Over the Week End" and "Monitor."

Combining the proved sales strength of WWJ's well established "Music Over the Week End" with NBC's exciting new "Monitor," you can reach an audience of men and women whose minds are on the things they want for themselves—from frosted drinks to furniture.

Sales-minded advertisers are now using over 100 announcements every Saturday and Sunday on WWJ when three of the station's top disc-jockeys—Bob Maxwell, Ross Mulholland, and Shelby Newhouse—sell to week-ending Detroiters and suburbanites while they're relaxed and ready to listen.

Check up on special saturation discounts and plan to sell to Detroit during these wonderful week ends.

"MUSIC OVER THE WEEK END" Saturday and Sunday 12:15-2:00 P.M. 5:00-6:30 P.M.	"MONITOR"—all other times, with local news every hour.

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES
Associate Television Station WWJ-TV

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Basic NBC *NBC Affiliate*

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